E&P

July 27, 1974

Fifty cents

Editor & Publisher

THE FOURTH ESTATE

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Guild assesses $350,000 for international reps

49th Annual SYNDICATE DIRECTORY (Pullout Section)

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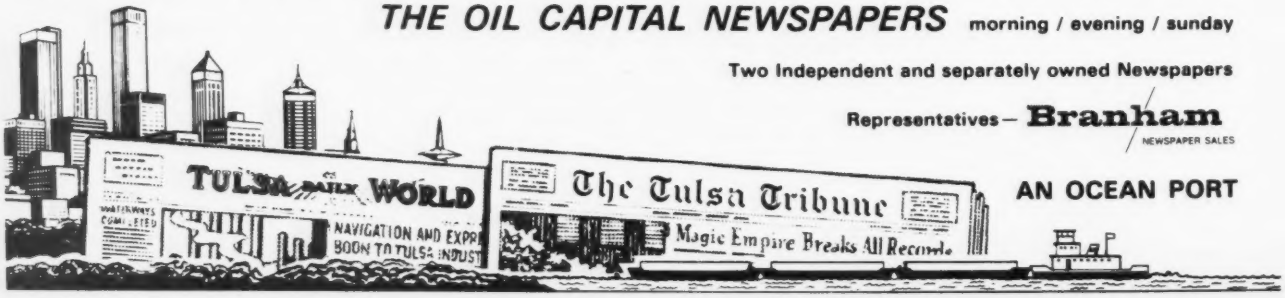
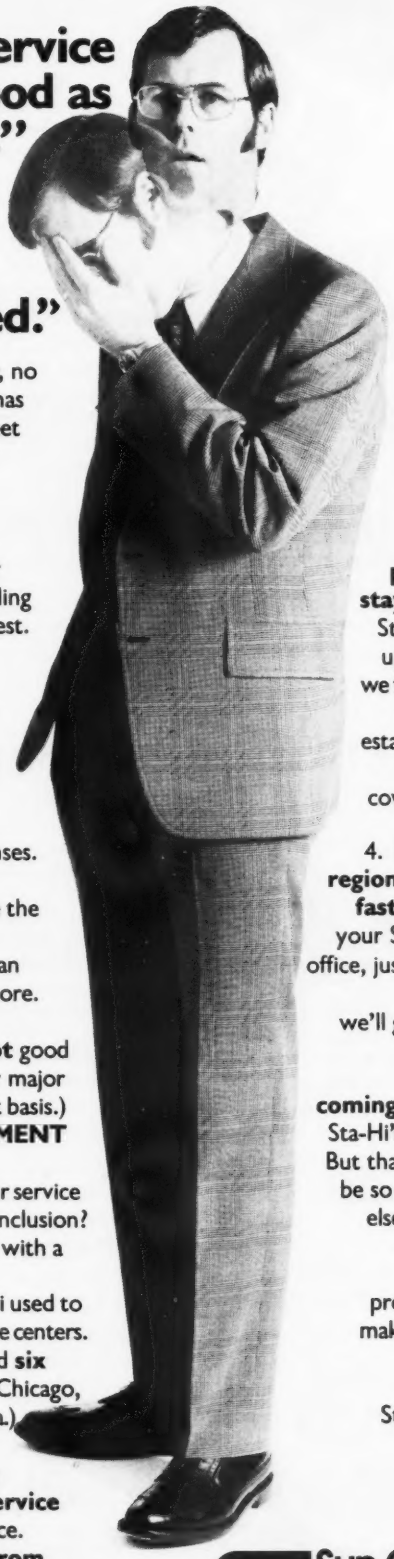


AN OCEAN PORT

"For years our service has been just as good as our competitors."



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EDITOR & PUBLISHER CALENDAR

AUGUST

2-4—UPI Editors of Oklahoma, Western Hills State Lodge, Tahlequah, Okla.

3-9—International Typographical Union Convention, St. Louis, Mo.

6-9—Basic Quality Control for Graphic Arts Applications; Graphic Arts Research Center; Rochester Institue of Technology, Rochester, N.Y.

11-13—National Legislative Conference State House Reporting Conference, U. of New Mexico, Albuquerque.

11-13—SNPA Mechanical Conference (Eastern Division), Robert Meyer Hotel, Jacksonville, Fla.

12-16—KNIT Seminar, Modern Production Techniques, Miami, Fla.

14-17—INPA Promotion and Research Seminar, Marriott Motor Hotel, Chicago, Ill.

18-21—AEJ, AASD, JCJA and ASJA Journalism Educator Convention, San Diego State U., Cal.

18-21—SNPA Foundation Seminar, Highway Construction, Financing and Politics, North Carolina State U.

24-27—Texas Daily Newspaper Association Summer Meeting, Lakeway Inn, Austin, Tex.

25-27—New York State Publishers Association 53rd Annual Convention, Whiteface Inn, Lake Placid, N.Y.

25-28—New England Association of Circulation Executives Summer Conference, Mount Washington Hotel, Bretton Woods, N.H.

26-28—KNIT Seminar on Advanced Orientation for Executive Secretaries and Administrative Assistants, Miami, Fla.

SEPTEMBER

2-6—F.I.E.J. Congress, Hotel Scandinavia, Copenhagen., Denmark.

7-8—New York State Mechanical Conference, Watertown, N.Y.

7-8—Ohio Newspaper Classified Clinic, Pick-Ft. Hayes Hotel, Columbus, Ohio.

10—Canadian Press Fall Meeting of the Board, Ottawa.

11-12—Canadian Daily Newspaper Publishers Association Board Meeting, Ottawa.

12-14—PNPA Classified Clinic, Sheraton-Pocono Inn, Stroudsburg, Pa.

15-18—1974 SNPA Convention, The Broadmoor, Springs, Colo.

16-19—Washington Journalism Center Conference, Crisis in Higher Education, Washington, D.C.

19-21—National Newspaper Association Fall Meeting & Trade Show in conjunction with Mid-America Newspaper Mechanical Conference, Hotel Muehlebach, Kansas City, Mo.

21-22—New England Newspaper Production Conference, Statler-Hilton Hotel, Boston, Mass.

22-24—Central States Circulation Managers Association, Pioneer Inn, Oshkosh, Wis.

26-28—Interstate Advertising Managers Association, Meadowlands Hilton Inn, Washington, Pa.

28-29—Advertising Executives Association of Ohio Daily Newspapers, Pick-Ft. Hayes Hotel, Columbus, Ohio.

OCTOBER

1-3—UPI Editors and Publishers Conference (Edicon), Fairmont Hotel, San Francisco, Cal.

6-9—SNPA Foundation Workshop, Advanced Copy Editing and Headline Writing, U. of South Carolina.

6-12—Newspaper Week '74.

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Contributed by the Publisher

CATCH-lines

By Lenora Williamson

THE LESSON FOR THE DAY is all about why you should never trust anybody, not even your own daughter. *Atlanta Journal* columnist Hugh Park tells the tale of an unidentified city policeman who was going around putting 15 cents in newspaper vending boxes when he bought a paper. Came the day when the fellow was standing in the lobby of police headquarters holding out two dimes and asking passersby to change one because he needed 15 cents for a paper.

"They don't cost but a dime," announced a fellow officer. A great light began to dawn: The policeman realized he had a con artist at home. The perpetuator was his 6-year-old daughter, entrusted to buy papers at the corner box. She regularly asked for 15 cents from Dad and presumably was pocketing a tidy profit on each errand.

* * *

BATHING BEAUTY COVERAGE—The Philippines Secretary of Public Information Francisco Tatad sent a memorandum to local media 10 days before the Miss Universe contest in Manila ordering the number of column inches devoted to the contest cut and played inside rather than on page one. ". . . this going overboard by media on a beauty contest has had the effect of presenting a distorted system of national social priorities, of glorifying frivolity to a point beyond belief and of threatening the cultural reforms of the society," wrote Tatad. The press right to be frivolous triumphed after the Secretary for Tourism Jose Aspiras in charge of arrangements for the contest appealed to President Marcos. The order was reversed.

* * *

HEADY HEADS DEPARTMENT—After the death of Dizzy Dean in a Reno hospital, William Freeman over at the *New York Times* recalled the day the baseball star got beaned by a pitcher and was rushed to a hospital to determine the extent of his injury. Subsequently, the *St. Louis Globe-Democrat* reported the story with this headline: "X-Ray of Dizzy Dean's Head Shows Nothing."

* * *

BUILD A BETTER THIEF TRAP—Paul M. Bruun, editor-publisher of the *Daily Sun Reporter* in the Miami Beach area, still is chuckling over one subscriber's "Rube Goldberg" invention aimed at catching the thief who was making off with the paper delivered regularly to his apartment door. Abe Solosko told Bruun that he finally took a copy of the Sun Reporter and carefully attached a length of fishing line with gummed tape, then threaded the line under the door to a water glass placed on a dinner plate. The plan was that when the "thief" picked up the paper, the glass would crash on the plate. Abe would open the door and confront the culprit. Once the invention was in place, Abe stretched out on the couch near the door and time went by. As anticipated, eventually the sound of glass crashing was heard throughout the apartment. However, as fate would have it at that point in time, Abe had gone to the bathroom and when he got to the door, no one was in sight.

* * *

"IT'S SURPRISING HOW FEW IDEAS we get from local radio, or newspapers," commented Charles Kuralt, who takes his "On the Road" CBS feature down sidelanes to film people-vignettes that make pleasant television oases amid diets of hard news. Kuralt, in talking with Barbara Haddad Ryan, *Denver Post* television/radio editor, added it's also surprising how many stories he finds that the local weeklies have never done.

* * *

HOMETOWN HOSPITALITY—At the end of the National Press Photographers Association afternoon street party in the heart of Detroit climaxing the annual convention, Michael Pollock, 21-year-old son of NPPAer Harvey Pollock of Oak Park and himself already a veteran news and medical photographer, volunteered a tour of Detroit. Accepting, I said "But first, I have to go to the bathroom." Mike escorted me around the block to the 1st Precinct police headquarters and up to a long counter where men in blue shirt sleeves were answering phones and filling out forms. "Could she use the ladies' room?" he asked one officer just as if it were routine. No reply; then a long look at both of us after which the man's eyes read every word on our convention badges. Finally an answer: "Around the corner, to the left."

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Los Angeles: 1830 West 8th Street, 90057. Phone: 213-382-6346. Scott, Marshall, Sands & Latta, Inc., Advertising Representatives.

San Francisco: 85 Post Street, 94104. Phone 415-421-7950. Scott, Marshall, Sands & Latta, Inc., Advertising Representatives.

Washington: 1295 National Press Building, Washington, D.C. 20004, Phone: 202-628-8365. Luther A. Huston, Correspondent.

London: 23 Ethelbert Road, Birchington, Kent England. Alan Delafons, Manager.

Prior censorship by the court

When the Supreme Court of the United States refused to review the decision of the Court of Appeals (E&P, Oct. 27, 1973) and thereby upheld the contempt of court fines against two Baton Rouge reporters we said "it upheld the principle of prior restraint on news coverage." The lower court had declared that a Federal district judge's "gag order" was unconstitutional but that the reporters should have observed it while appealing to a higher court.

"With all due respect for the learned justices of the Supreme Court," E&P said, "they have now created a weapon whereby officers of any court can impose prior restraint on news coverage of open court proceedings, in spite of the unconstitutionality of such action, until a higher court grants permission to print."

That is exactly what has happened in the New Orleans murder case where a state criminal court judge has imposed another "gag order" on the press forbidding publication of interviews with subpoenaed witnesses, past criminal records, editorial comment on the case, and reporting of pre-trial proceedings in open court.

The New Orleans case differs from the Baton Rouge case because the local newspapers have chosen to appeal the ruling without violating it. Yet, the effect is the same. It is prior restraint in which a court judge is telling the newspapers what they may or may not print. Specifically, he has told them that open court proceedings cannot be reported which the Court of Appeals previously has declared to be unconstitutional.

Meanwhile, the murder case proceeds. It has not been suspended while the newspapers appeal the ruling. By the time a higher court rules the judge's order unconstitutional, which it certainly must, the trial might be terminated. The judge will have accomplished his purpose of gagging the press. The public will be the loser for not knowing fully what has transpired in a so-called open court. It is censorship imposed on the people.

The Supreme Court has opened a censorship loophole big enough to drive a truck through and more judges will do it unless the highest court puts a stop to it. We hope the New Orleans appeal will bring that result and cut off this trifling with the First Amendment.

Thirty-three years ago in the *Los Angeles Times* Harry Bridges contempt cases, Justice Hugo L. Black said in a majority opinion:

". . . we cannot start with the assumption . . . that to preserve judicial impartiality it is necessary for judges to have contempt power by which they can close all channels of communication which touch on pending cases." The First Amendment, he said, "must be taken as a command of the broadest scope that explicit language read in the context of a liberty-loving society will allow."

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letters

12 YEARS OLDER

Out here in the corn belt, we know the *Des Moines Register* can be credited (and blamed) for a lot of things—but being Iowa's oldest newspaper isn't one of them. Contrary to your June 29 story, we'll take credit for that distinction. The *Hawk Eye* in Burlington, Ia. was a thriving 12-year-old when the Register was born.

DON HENRY

City Editor

•

UNFAIR PRESS

I agree with your concern about the attacks on freedom of the press; and no one advocates that they must be preserved and strengthened, more than myself.

However, I sometimes doubt that the press in this country deserves the freedom it so loudly pushes. What about the freedom of public servants and elected officials to do their job without constant carping from the press? They don't even have to have anything to go on. Any newspaper can run a front page headline saying, for instance: "Robert U. Brown Denies Murder Charge," or "Paul Tonsing Hinted Conspirator," and there is not a damn thing Mr. Brown or I could do about it.

What precipitated this letter is the series of headlines on local newspapers attacking President Nixon and anyone associated with him. Gleaned from one newspaper's front pages, from the last three weeks only, are the following:

"Lawyer may switch story on payment to Connally."

"Cover up knowledge hinted."

"Kissinger tap role to get review."

"Nixon risks contempt in denying documents."

"Mitchell and Ehrlichman lied, Leon Jaworski says."

"Impeach, UAW shouts in vote."

The last headline headed a front-page story about a UAW convention where some fanatics shouted "impeach," and there were some hands raised in agreement, but no count was taken. But the damage was done to the readers, for some gullible people would take the headline literally to mean that all UAW members want to impeach, or even a majority . . . when that is not necessarily the case.

There seems to be a deliberate and planned campaign among some news media in this country to bring Mr. Nixon down, even if it brings the country down. I can't see where he is accused of anything very bad. If he did try to bug his competition I don't blame him. If I had the unscrupulous opposition he has I'd be tempted to bug 'em too. Johnson did it; so did Kennedy. And all the fuss about turning over tapes. It was his tape recorder, his tape, his employees and his conversation. Why should he turn that over to anybody? If I taped my private conversations with associates I would not want the world to hear them, and neither would anybody else who did that.

President Nixon has done a fantastic job in bringing peace to the world . . . and prosperity. I can't see why he isn't getting credit for this. The previous administrations started wars or were sucked into them through incompetence, but Nixon is getting more back-stabbing from the press than any president in my memory.

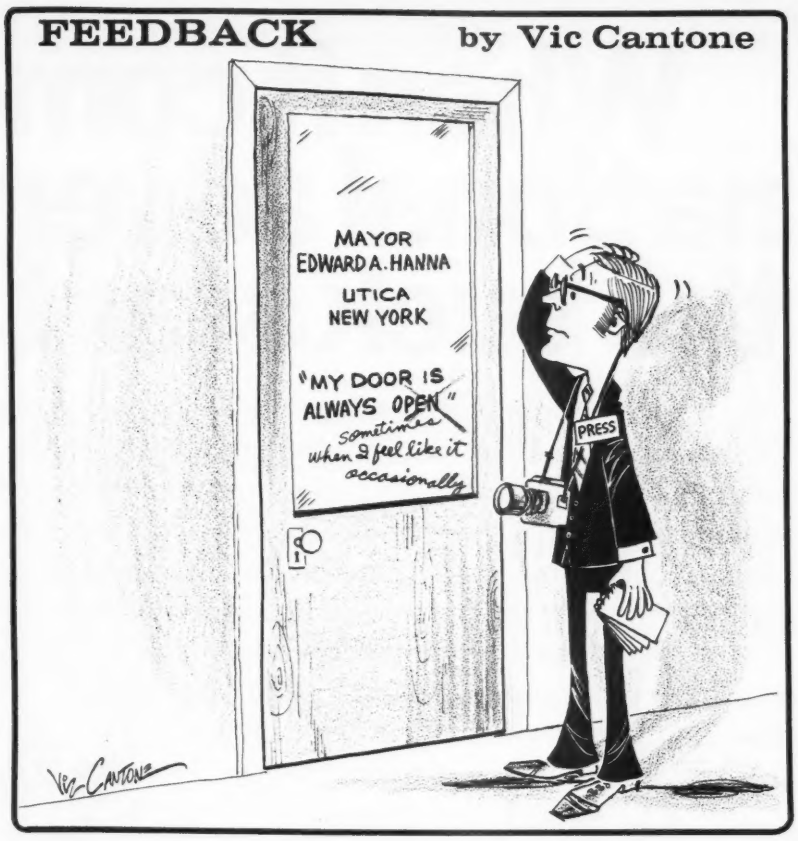
Sure . . . we have raging inflation . . . shortages . . . injustice . . . and a plethora of other things wrong. But I'll take those any day in preference to war and depression. President Nixon is trying frantically to cure these evils, but any time he appoints a good man to get the work done, the press seems to deliberately try to bring him down.

While the cause of our troubles is simple, the solution is not. So our leaders need all the help they can get. I'm a registered Democrat and don't necessarily think Nixon is the best qualified man in the country to be president; but he's the only one we've got, and I for one want to do everything I can to help him. I can't understand the mentality of people who, for reasons of their own, want to bring down anyone who rises above the pack.

I have been a printer and newspaper man for 45 years and am cynical of most things I read. I have seen many a headline writer who seemingly held the job because of the ability to write a readable headline that would fill the line in 72-point railroad gothic. But most people believe everything they read, including headlines, and think there is some God-given sanctity in anything that appears in type. That is where the harm is done.

PAUL TONSING

Fort Worth, Texas



Ad certification is required until court hears case

Newspapers—at least until October—must obtain letters of certification from political candidates before running their advertising. That's the policy that will be enforced until the U.S. Supreme Court makes a final decision on the 1971 Federal Election Campaign Act.

The act, specifically Section 104 (b), now requires that all newspapers receive a letter of certification from candidates prior to running an ad. Such letters must indicate that the money a candidate spends on ad space will not exceed the campaign spending limits for media.

The Supreme Court is issuing this stay (dated July 9) indicated the law would remain in effect until the justices heard the case and made a final disposition.

Until this time, newspaper had not been required to obtain certifications. This was brought about by a permanent injunction against the enforcement of the section in a decision from the U.S. District Court for the District of Columbia.

The stay was issued in a reply to an appeal made by the Justice Department on May 24. The Supreme Court is expected to hear the case during its October term.

When it comes to national advertising, the buck starts here

Over 60 per cent of all national billings originate in New York. That's where you'll find most of the people who make the important national media decisions. You reach *more* of these New York advertising executives—both agency and client—in The New York Times than in any other publication. (Not to mention the unusually large number of those working out-of-town on national accounts who also read The Times.)

Is it any wonder that media advertisers invest more promotion dollars in The Times than in any other publication? How about you? (Remember where the buck *stops*.)

The New York Times

Sources: Media Records; Media Advertising Publications Study, Trendex.

INAE meeting

ABC cites low response to data bank research project

By Gerald B. Healey

Updating progress of the Audit Bureau of Circulation's Newspaper Audience Research data bank, Jeremy Sprague, ABC's marketing consultant, reported that a total of 98 newspapers in 88 markets have signified "intent to participate" in the bank.

As of the week ending July 19, Sprague said the standing was: 45 papers in 36 of the top 50 markets; 63 papers in 53 of the top 100 markets.

But, in the top 50 markets, 27 newspapers in 17 cities had not replied to an original mailing, members of the International Newspaper Advertising Executives learned at their July 21-24 meeting in Cincinnati, O.

Much more remains to be done before the data bank can be launched, Sprague said. Calling for INAE's help in generating a higher rate of response and, hopefully, a positive response in each case.

Turning to what action there has been, Sprague said the ABC has received 21 completed data input forms and "We know of at least 25 additional studies that are now in the field."

He explained that ABC offers to arrange for studies in accord with the ABC-tested study plan through the firm that conducted the pilot tests. In this area ABC has had 13 requests for information: two of these papers have agreed to participate, and one of these studies has been completed. That doesn't mean the other 11 are uninterested; most have not had time to evaluate and reply.

In early June, personal letters were sent to publishers in the 17 major cities failing to reply to an original mailing, with a questionnaire enclosed. Thirteen publishers have thus far replied. The next step will be to contact markets 51—100 and so on down the line.

Most undecided

Of the net number of 251 publishers heard from, only eight have flatly said no, they do not intend to participate. That means, Sprague said, that most of those who replied are undecided. Obviously, a large number of newspapers have not replied at all. And, it was in this area that Sprague requested assistance from INAE, which has endorsed the data bank, in generating a higher rate of response.

Sprague mentioned formation by the Advertising Research Foundation of an industry committee to perform the review function quickly and with greater facility than would be possible through the ARF staff alone. This committee consists of 10 members including five agency and three advertiser media research directors.

More definitive guidelines for research contractors have been drafted, a joint effort to the ABC, the ARF staff and the ARF Review Committee. These guidelines consist of a set of instructions and two "checklists," one to be prepared before starting the survey and the other before preparing the data for submission to ABC. Sprague said this should help assure compliance with approved procedures. Copies of these guidelines will be available shortly. The data input forms are also being revised to make processing easier. Somewhat more information is required on the face of the form, which will now be an envelope for containing the individual demographic data sheets. For those who have sent ABC input forms, it will not be necessary to resubmit, but Sprague urged the use of the new forms from this point on.

ABC is also working on standard output formats for reporting audience demographic data.

The Canadian plan development and concept has been endorsed by the Canadian Advertising Research Foundation and ABC expects to announce a plan and a timetable soon.

Closer look

In the existing climate of business all must face up to the reality that the bloom is off the boom and managements are taking a closer look at every phase of operations. Charles H. Weissner Jr., marketing services director of Seagram Distillers Company, declared.

It is a time for tightening belts and in such an atmosphere the marketing function must take on even more responsibility than when the going was smooth.

To find better ways that Seagram can use the newspaper medium, series of meetings were arranged with several newspapers where the newspaper would make available for open discussion members of advertising, editorial, composing, national departments, local departments, etc. Seagrams brought agency executives and key Seagrams people. The first of these meetings was held July 15.

Weissner called for objectivity on the part of both newspapers and other industry, and if Seagram's media plan calls for a weighting toward men, or women, the young market, sportsmen, women's service and the news reader, provide them, he added. In order to make the efficiency more recognizable, the effectiveness more reliable, newspapers must make it practical for an advertiser like Seagram's to tailor the positioning of every advertisement to the primary audience his strategy calls for.

He proposed that "we should have a greater recognition of the plusses of newspaper selectivity if we could rely upon your permitting us to target our messages specifically against that segment of your newspaper that we both know our target audience might read—and respond to—more avidly. Just a little effort—that slightly stronger impact—is the type of cooperation that must result in a more efficient use of our advertising dollar."

Weissner noted that Seagrams is embarking upon Flexform, poster format, column and spot color as a part of this selectivity of market effort.

Slow pay problem

While there may be people in the newspaper industry who feel they have a slow pay problem, Robert Lyman, treasurer of Benton & Bowles, doubted that many publishers have non-current balances approaching those of the broadcast industry.

Lyman ascribed two good reasons for this, both stemming from the maturity of the newspaper industry—(1) "You have better collection people and policies, and (2) you have the cash discount."

Some ad executives feel they don't get any benefit from the cash discount policy, Lyman said, adding he'd been told that some publishers feel that eliminating the cash discount makes no difference in collections and "It is a nice hidden sort of increase."

Lyman said he had surveyed some of the larger agencies in New York regarding their print payment practices. All contacted indicated they did not handle discount bills differently than non-discount print bills. Benton & Bowles computer systems are set up to make the various discount dates and, Lyman said, "I can see why you don't notice much difference with and without discount.

Several of the agencies Lyman talked with had initiated changes in their computer programs because an increasing number of publishers had dropped their cash discount. He added that the real significance of the cash discount is that it is an excellent collection device for agencies. There is no question that agency collections will suffer without the discount, and "if ours suffer, so will yours (newspapers)."

There are other things that interfere with agencies' ability to pay promptly, Lyman said. His agency still gets invoices that don't show such things as the newspaper name, advertiser name, and product and invoice number.

(*Continued on page* 30)

San Clemente hotel owner evicts White House press

By David C. Henley

As members of the House Judiciary Committee met in Washington, D.C., to debate the fate of President Nixon, an "impeachment" of lesser proportions occured in this tourist-choked Southern California town of San Clemente, site of the Western White House.

Paul Presley, owner of the San Clemente Inn, a two-story 115-room motel located a half-mile from the President's home, "La Casa Pacifica," last week severed his relations with the press. He announced that on the grounds of economics and the uncertainty of presidential visits, he would dismantle the basement press room and discontinue his policy of setting aside rooms for reporters.

Ever since President Nixon established San Clemente as his legal residence and summer White House, the 100-plus reporters, photographers, and technical crews who cover the daily goings-on of the White House have been headquartered in two hotels: San Clemente Inn, and the larger, swankier Surf and Sand Hotel, located 15 miles north on the beachfront of the Laguna art colony.

The inn has served as a sleeping headquarters for members of the President's staff, Secret Service, communications officers and other governmental employes. The Surf and Sand has accommodated many of the working press, press secretary Ronald Ziegler and other White House press staffers. Daily press briefings have alternated between the two hotels.

On orders from Presley, a member of the San Clemente City Council and a "friend" of the President's, loads of teletype equipment and other press corps paraphernalia were taken out of the inn. The downstairs banquet room in the inn, which has served for the past five years as a busy, crackling press room, filled with typewriters, telephones, and teletype equipment, was re-converted into a private dining room for use of local service clubs and social organizations.

First come, first served

Presley also served notice on the White House staff and press that they would henceforth be accommodated only on a first-come, first-served basis. No longer would he turn large blocks of rooms over to the folks from Washington and permit his lobby to be used as a press lounge.

Presley, who said his change of policy has had no reflection on his admiration of the President, stated that his catering to the White House and the press had caused him several thousands of dollars lost revenue. The banquet room, because it was tied up all day by the newsmen, was unavailable for parties and dances. And the White House often cancelled many of the rooms it had reserved, leaving "half an empty inn on many occasions," he added.

Reporters who interviewed Presley following his eviction action said that the hotelman was "angry as hell" at the White House and the press. He commented at one point "This is the end of my dealings with the White House."

Presley's manager, Roy Fraser, however, told *Editor and Publisher* that "this thing is so damn distorted . . . we'll have nothing more to say."

The hotel's management said the press is still welcome to reserve rooms at the hotel "just like the tourists" and that the AP and UPI darkrooms will be permitted to remain in the building.

Alternate facility

As an alternate to the inn, the Concordia Elementary School will be used as the San Clemente press headquarters. Telephone and teletype facilities from the inn have been moved to the school and it is as equally convenient to the Presidential compound as was the inn. Daily news briefings will continue to be held in Laguna Beach at the Surf and Sand Hotel.

Wire service reporters covering the President in San Clemente stated that the press "really has taken it on the chin here" since the Watergate story broke.

"Formerly, the press pool in San Clemente was always notified in advance when the President was planning to go to the beach, into town, or out to dinner," said one reporter.

"Now, not only are we not told in advance but often when we find out where the President is, we are thrown out when we arrive to cover the story," he said.

One such incident occurred recently when President Nixon motored to a nearby Marine Corps beach for swimming.

"The Marine guards kept us out. They didn't even let the pool in," he said.

The press' difficulty in covering the President and its expulsion from the San Clemente Inn have made page-one headlines here. The Los Angeles Times headlined "Evicted Nixon Press Corps Finds Space in Nearby School." The Orange County Daily Pilot headline read "White House Staff Out—Innkeeper Gives Boot to Press, Secret Service." The San Clemente Daily Sun-Post carried similar stories.

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Price of waste paper dips in Florida area

In South Florida the price of old newspapers has dropped from $1 to 60 cents for each 100 pounds and some dealers have discontinued pickup service.

"The price went up because of the lack of demand," Hector Morales advised readers of the West Palm Beach newspapers in "The Listening Post."

However, Morales reported, the *Palm Beach Post* and *Times* of the Cox group are doing their part in the recycling business. He quoted general manager Cecil B. Kelly Jr. as saying the offset-printed papers ship out by rail about 2,600 tons of unsold copies, press rejects and ends of newsprint rolls each year.

Gov. Shapp hails "Sunshine Bill" for government openness

By John H. Baer

Pennsylvania Governor Milton J. Shapp, (D) signed a "Sunshine Bill" into law, July 19 opening the "formal action" meetings of state and local government agencies. Effective in 60 days, the measure applies to state, county and municipal bodies, public school boards and trustee meetings of state universities and colleges.

At the same time the governor announced formation of a cabinet-level committee headed by his counsel, Lawrence J. Beaser, to develop guidelines for the executive branch of the state government because "it is incumbent upon all governmental bodies to state clearly and precisely how they intend to meet their obligations under the terms of this legislation."

Shapp said he felt it would be a "mistake" to leave the press or the public with the impression that the law alone would provide them with all they need to know about the workings of government.

"In signing this bill, I am stating my full intention to continue with the open policies which we have begun and continue to expand on our open government policies.

"In that regard, I am asking by counsel, Lawrence J. Beaser, to convene a cabinet-level committee within the next week to develop guidelines for the executive branch.

"I urge every independent agency to do likewise. And I also urge every local governmental body covered by the bill to follow these initiatives.

The law defines "formal action" as the taking of a vote or the making of a decision which sets policy. It does not apply to legislative party caucuses.

A section of the law which may bring complications requires that all government agency meetings must be advertised.

Policy made in secret will be nullified by the courts and participants in the meeting could be fined $100. Any citizen can act as an enforcement agent by registering a complaint with either county courts or the Commonwealth Court.

The enactment of the Sunshine legislation was hailed by Harry F. Stacks, Lancaster, Pa., president of the Central Pennsylvania Chapter of the Society of Professional Journalists, Sigma Delta Chi, as serving the cause of good government.

"Pennsylvania's legislators and the State Administration deserve commendation for opening the doors of governmental bodies," Stacks said. "We are certain Pennsylvania's journalists will do their part in keeping citizens informed of the actions of their public servants."

Chief sponsor of the measure was State Rep. James W. Knepper Jr., (R-Allegheny), publisher of the weekly *Carnegie* (Pa.) *Signal-Item*, with strong support from Rep. Marvin E. Miller (R-Lancaster), former reporter for the *Lancaster* (Pa.) *New Era* and now managing editor of the weekly *Quarryville* (Pa.) *Ledger*.

Guild seeks more strength with additional organizers

By Gerald B. Healey

Special assessments which would generate $350,000 over two years were voted by the Newspaper Guild at its July 15-19 conference, an ample amount, according to president Charles A. Perlik Jr., to pay salaries and expenses of six new organizers (international representatives).

Only token opposition developed on the convention floor in St. Louis after Perlik told international delegates, "More and more of our locals in recent months have found themselves boxed in by settlements, frequently inferior, already made by sister unions in the same plant. If the way is to be opened up for a new round of substantial wage increases, a way has to be opened up to enlist the craft unionists in our industry in that drive."

Many delegates told *Editor & Publisher* they considered the special assessments action the most important step taken by the Guild in many years.

Perlik told the delegates there are two ingredients needed to revitalize Guildpersons' drive: First, the need to rebuild determination and, second, the need to build locals, units, membership, and better salaries.

Striking at the Nixon and Canadian Liberal party minority of two months ago for the rising consumer price index, Perlik commented:

". . . The governments on both sides of the border (Canada and the U.S.) have had willing partners in a wage clampdown—the publishers. While Nixonomics were fashioning the wage lid for workers generally, publishers contributed their patriotic best with the most aggressive downhold on newspaper wages since the early sixties."

Membership 'short-changed'

Guild collective bargaining charts show that in fiscal 1971-72 the Guild's average two-year money increases negotiated at the top reporter level came to $50.56. By the end of 1972-73, after a full round of phases one, two and three, the average was off 18.3 percent. And when last March 31 had been reached, the end of fiscal year 1973-74 found "us short-changed another 11.9 percent," Perlik said.

"The average two-year money settlement at key classification level, in two short years, had tailed off from $50.56 to $36.36, or more than 28 percent.

"Is it any wonder, then, that the International Executive Board reached this conclusion . . . 'if we do not determine as a union to restore full momentum to our wage bargaining, in all negotiations in every local, management will continue to meet its rising costs out of our pockets.' Is such a rip-off necessary? Hardly. Our analysis of the financial reports of such public companies as there are shows that 24 U.S. and Canadian publishers covered by (officers') reports enjoyed an after-taxes increase in profits of 21.9 percent last year."

To help accomplish refocusing of interests, members' desire and ignited spirits the IEB has authorized calling the Guild's fourth unionwide wage conference since 1945. It is scheduled for October 12-13 in Washington.

Dealing with the drive to end wage erosion, Perlik said that at last year's Vancouver, B.C., convention there were many discussions suggesting renewed efforts to coordinate Guild activities with the craft unions, or at least to relax and ease the tensions between the unions functioning in the newspaper industry.

Internal developments in two of these unions prevented much of anything from being accomplished. First, within weeks after the International Typographical Union convention last August, three of the ITU's five fulltime officers (composing its executive council) announced decisions not to seek re-election. The day (July 15) that Perlik was pointing this out A. Sandy Bevis took over as ITU president, moving from first vicepresident. Bevis was invited to last week's Guild but could not attend. He did suggest to Perlik that "we communicate with each other at the earliest possible date shortly after the ITU convention in August to set up a time when our executive council can meet with your executive officers to give full consideration to . . . matters . . ."

Similar meetings are possible between the Pressmen's Union and the Guild. As a result of such overtures Perlik suggested: "More than likely our continuing interest in cooperation, coordination, even possible full merger, will be explored. For the moment, however, to a considerable extent our ability to roll back publisher resistance to a new and productive wage drive will depend on how enthusiastically these . . . friends (Bevis and Sol Fisko, Pressmen's president) from other unions take to the crusade."

Concerning details of the organizing push, Perlik said that in the immediate past fiscal year bargaining rights were obtained for 24 groups of workers totaling 1,369 people. It was the best Guild year in organizing area in the last 17.

'Keep settlements high'

At the same time the Guild had queries and expressions of interest from 145 groups. Inquiries came from large and small papers—from all parts of the continent. Almost all indicated low wages as the cause of the current interest in organizing, Perlik said, which is another reason "we have to keep our settlements flying high."

Before the St. Louis convention supported levying of the special (organizing) assessments the IEB had voted to levy in March 1975 for this fiscal year and in April 1975 for the next fiscal year. This necessary amendment to the constitution required monthly assessments of $11.75 in March and April 1975 for those drawing weekly compensation in the $375 to $399 and over bracket.

The IEB has arranged to borrow up to one-half of the $350,000 now so that hiring of IR's can commence as soon as possible. Repayment would occur next spring when the first assessment is collected.

Perlik said there are people who want to join the Guild and that should be made possible from them. (The ITU has been establishing new locals, but has not encroached seriously on Guild jurisdictions. The ITU last August voted to set up machinery to bring associate members into the union, chiefly because of dwindling membership rolls).

An approved finance committee action increased the convention registration fee from $30 to $35, effective in 1975, with the host local to receive $20 and TNG $15. The committee also declined to take action on a proposal to increase TNG strike benefits by $15 per week and refused to refer the question of strike benefit increases to the October special wage conference.

A resolution called upon the newsprint industry to direct the major part of its efforts to expand production toward doing so with recycled fibers. The newspaper industry should insist that the newsprint industry pursue this course, the resolution said.

Tight supply of newsprint has affected the attitude that publishers are bringing to the bargaining table and makers of the resolution feared this will have an adverse effect on payrolls.

The resolution also called upon community leaders and citizens to take special steps necessary within their waste collection systems to reclaim waste newsprint that is now destroyed.

Pay formula raised

Cost-of-living and productivity increases in fiscal '74 raised the Guild's past year's goal formula of $500 per week in the top minimum for key classifications to $550. The application of the formula requires a starting minimum in key classifications of two-thirds of the key top mini-

(*Continued on page* 23)

Parade offers coupon card

An advertising capacity that allows distribution of 113 million coupons to its 19 million households is being offered by *Parade*. Sunday newspaper supplement.

At a cost of $2.01, advertisers can now buy a six coupon tipped-on package called "Ansercard." Before Parade was able to accommodate only three coupons per issue. With the Super Six coupon program, an advertiser can use any or all six coupons to promote product.

According to Jim McAllister, ad sales director, general redemption can be expected to range from 7 to 12 percent.

The company explained that the new ansercard service is being offered because of an easing of requirements controlling couponing by the U.S. Postal Service that went into effect June 3.

Family-control tradition broken in Star-News stock sale

By Philly Murtha

Texas multi-millionaire banker Joe L. Allbritton ushered in the end of an era last week. Board members of Washington Star Communications, Inc., publisher of the *Washington* (D.C.) *Star-News*, finally agreed to Allbritton's offer to buy a controlling 37 percent interest in the firm for $25 million.

For more than a century, the capital's afternoon and weekend morning newspaper enjoyed prominence under control of three families, Noyes, Kauffmann, and Adams; their descendents and relatives.

The board's decision designates Southern Baptist, Democrat, lawyer, Allbritton, the new board chairman and chief executive officer of the company, which owns in addition to the Star-News, three tv stations, two radio stations and a feature syndicate.

FCC approval needed

Stockholders are expected to ratify the agreement in early September. Approval is also needed from the Federal Communications Commission, which must pass on changes in broadcast ownership.

The decision came as no surprise. The Star-News had announced in April that directors of the company had voted to approve in principle a proposal by Allbritton to purchase the interest. However, the amount was then disclosed as a "substantial minority" interest in the company. (See E&P, April 13).

Little opposition is expected, despite a rival offer from John P. McGoff, president of Panax Corp., East Lansing, Mich.-based newspaper chain which puts out eight dailies and 34 weeklies. McGoff offered to buy only the newspaper interest for $25 million without option in other Washington Star Communications firms.

McGoff hasn't given up the gamble yet. He substantiates that the FCC approval needed might be an added hurdle to stockholders' ratification because of the FCC's adamant stand on cross-ownership of properties.

A bit of conjecture was reported earlier in the year by syndicated columnist Jack Anderson in one of his April columns. He suggested that Richard Mellon Scaife, publisher of *Greensburg* (Pa.) *Tribune-Review*, and the second largest contributor to President Richard M. Nixon's re-election campaign had made an offer for the Star-News, in the early 1970's.

"Sources close to the deal," Anderson said, "tell us that the President enthusiastically promoted the idea."

Ownership statements

Under the July 17 agreement, the majority of Allbritton's money will go into the corporation with the balance going to current stockholders. Some of the shares will be acquired through bargain offers with current owners. However, most of the shares come from the corporate treasury.

According to most recent ownership statements filed with the FCC, there are 20,000 shares outstanding and 10,000 unissued shares in the firm's treasury. When the Allbritton arrangement is concluded, the total will be 27,000 shares outstanding, of which Allbritton will own 37 percent.

The agreement terms announced stipulate each share to be worth at least $2,000. Persons, institutions owning one percent or more of common stock in Washington Star Communications, Inc., according to the statement filed with the FCC, are mostly descendents, relatives of the three founding families. Largest percentage of stock goes to Allbritton. The next largest stockholder is a trust set-up with Robert G. Cleveland and Godfrey W. Kauffmann, trustees under the will of Grace Adams Howard, holding 2,900 shares of stock for 14.62 percent interest Ms. Howard was a descendent of George W. Adams, one of the original owners of the Washington Evening Star, who acquired part-interest in the paper in 1867.

The next sizeable share holders are Ruth Noyes Sheldon and Elizabeth Noyes Hempstone, trustees under agreement dated December 26, 1926, with 11.47 percent interest or 2,275 shares of stock.

Remaining shares are held by related family members and are percentages under 5 percent interest.

No immediate change

No immediate changes have been planned in Washington Star Communications' management, for at least six to eight weeks, although Allbritton is concerned about stopping the newspaper's losses as quickly as possible.

There has been speculation that Bill Moyers, former press secretary to late President Lyndon B. Johnson and previous publisher of the Long Island, N.Y., daily, *Newsday*, had been approached by Allbritton and asked to assume a top editor, position, with the Washington newspaper.

Most recently, Moyers has been consultant to Allbritton on the acquisition.

The new Star-News executive, a native of Mississippi, has led a diversified career in the banking field serving more than four banking and financial interests.

Allbritton intends to set up a second residence in Washington. But he has said that he will maintain a home in Houston.

Star-News history

This is the first time in its history, that the Washington Star-News will have a non-familial owner. The Star-News is a paper entrenched in tradition; it has been handed down through the three families over the years.

In 1852, the *Evening Star* was founded. It was acquired in 1867 by Crosby S. Noyes, Samuel H. Kauffmann and George W. Adams. Later it was controlled by two of Crosby Noyes' sons. Samuel H. Kauffmann, grandson of one of the original family-owners then took over control.

Today, great grandson (fourth generation) John H. Kauffman is president and Newbold Noyes, great-grandson of the first Noyes is editor of the Star-News. Other family members hold positions on the newspaper or in the firm's other operating divisions.

Washington Star Communications owns or has owned numerous diversified interests: Evening Star Broadcasting Co., which includes Washington, D.C.'s WMAL am-fm radio and tv; First Charleston Corp., Charleston, S.C. tv station; WLVA am radio and tv in Lynchburg, Va., and the Washington Star Syndicate.

In other divisions, Star Communications is also affiliated with Commercial Electronics, Inc., of Mountain View, Calif.

Formerly, the newspaper firm owned newsprint supply interests. However, this past year, the firm sold an 8.4 percent interest in Spruce Falls Power and Paper Co. of Canada. In January, it was announced that the New York Times Co., and the Kimberly-Clark Co. planned to buy the Star-News interest.

The transaction was purported to increase Kimberly Clark's ownership to 50.5 percent and the Times' ownership rose from 45 percent to 49.5 percent.

Historic influence

Star properties have been historically profitable and influential. However, recently, the sporadic red streak in budget has created a teetering balance. In 1970, the newspaper recorded its first loss of less than $1 million—it still remained in the black because of other properties.

In 1971, however, the less increased to more than $3 million. Scripps-Howard's *Washington Daily News* had a similar deficit which led to the 1972 announcement that the half-century old News would stop publishing. It was then announced that the Evening Star would buy some of the News' assets. The two papers combined to form the Star-News.

Both the *Washington Post* and the Star-News raised their advertising rates in 1973. But all it did was to widen the gap between the two papers.

1973 was a sluggish year. But the Post ad lineage during the first five months of 1974 were up two percent from the same period a year earlier. The Star-News linage fell 5.4 percent; it only tabulated one third of the Post's figure.

(*Continued on page* 23)

Spock book excerpted by Columbia Features

Columbia Features has prepared a 10-installment series from Dr. Benjamin Spock's new book, "Raising Children in a Difficult Time." Topics in the series by the author whose first book, "Baby and Child Care," sold millions of copies, include how to draw the fine line between concern and nagging, how to help a child develop a rich imagination, and what to do when a child tries to take over. Each installment runs about 1,200 words.

Weekly editor

By Darrell Leo

SHOPPER—AN ECONOMIC BACKSTOP

There is a certain traditional scorn that fills the hearts and mouths of editors and publishers when they say the word "shoppers." Walter Grunfeld, editor and publisher of two weekly newspapers in Marathon, N.Y., uses the same inflexion when he talks about the subject—only the scorn is tinged with irony.

Besides publishing the 101-year-old *Marathon Independent*, and the 19-year-old *Tully Independent*, Grunfeld is also the publisher of a free circulation shopper, the *Independent Villager*, that serves the rural seven valley area of Onondaga and Cortland counties. It is, however, a triple crown of thorns that rests uneasily on the head of a man who claims each week, "All people belong in a small town. They are only guests in a large city."

A sophisticated, well-educated man, Grunfeld doesn't particularly like to claim he prints the area's highly successful Villager, now 10 years old. For him, a shopper has no relationship to community journalism. But it's also an economic backstop, a printed insurance policy against competitors that would otherwise engulf him in a sea of classified ads, recipe reprints and verbatim press releases.

Precarious position

Born in Germany and bred in England where he later worked for Reuters News Service, Grunfeld now finds himself in a precarious position, trapped between his moral obligations as a journalist and the economic necessities of a businessman. It's a position that, he feels, will likely inflict other publications, if it hasn't already. "There was and still is a need for mass distribution pieces in all areas. And these pennysavers spring up all over to fill the need. Traditionally the big attraction was the classified ads," he explained.

The popularity of such pennysavers should not be underestimated, he indicated. "These doggone things began as mimeographed sheets. But today they're very sophisticated, as sophisticated as any weekly, some that are better," he added.

Proof of this can be found in the Villager, which unlike most shoppers does carry editorial content that goes beyond the usual scope. "We're doing our best feature work in the Villager," he said. A recent issue, for example, tied-in to the Total Living Exposition held in the nearby Cortland College. Features included do-it-yourself articles, depictions of the "good life" as prescribed by the exhibit, as well as a tremendous number of ads.

The editorial versus advertising split runs about 25/75 in the Villager, as opposed to the 60/40 split in his other two weeklies. Despite such a limited editorial hole, Grunfeld averages 12-15 requests for coverage in the shopper per week. Also the shopper—originally printed monthly and three years ago switched over to a weekly—now averages some 40 pages. His two other papers average perhaps 20 pages a week.

Reader fascination

He admitted, though, the readers' fascination with the shopper is clearly not editorial content. "The shoppers that circulate around me are well read because of the classifieds. That's what people expect, that's what people get," he said.

"I just couldn't put out a shoddy penny saver, so I had to put in editorial. To legitimize it, I guess. Maybe it's just pride," Grunfeld added. He is sure that the Villager is read, for whatever reason. The staff recently conducted a promotion to test the reader impact. In each issue, the names of three local residents were hidden in the pages. If the reader found his or her name, called the Villager, he or she received 1,000 free Blue Stamps."

"So far the response has been running about 95%," said the editor. But, he said morosely, "I never thought I'd be a stamp merchant. It's somewhat degrading. But we do what we must."

However, not everything is completely rosy on the business end. Although the Villager appears to be well-read and obviously an advertising success, Grunfeld found that it takes revenue away from his two legitimate concerns. "Basically I'm in competition with myself," he explained.

3 other shoppers

In Marathon, a farming/industrial community of 1,025 in a county of 40,000, there are three other shoppers that compete for the merchant's advertising dollars. Circulation for the shopper runs 1,260 while the Marathon Independent has 1,500, the Tully Independent has 1,700. "I have to keep undercutting the competition," he said. Therefore, he charges $1.25 an inch to run in the Villager with a combined rate of $2 for all three.

"We try and sell whoever we can as a package deal. This is pretty successful in about 25-40% of our accounts. And it gives the advertiser a mass circulation for his money," he said.

However, "It's a cat-and-mouse game," Grunfeld said. "It was started as a preservation effort. It's working right now, but could easily flop tomorrow."

Originally Grunfeld started the Villager to provide the merchants with a mass circulation reach. He recalled that the shopper took off "almost from the start," although he said it changed his lifestyle. Now he, his wife, and editorial writer Marilyn Bernstein put in 80 hour weeks working Saturdays and Sundays. Staffing for all three publications includes one full-time and one part-time ad salesman and two mechanical men.

It's still an uphill battle. "There used to be a concept not so many years ago that if you gave the community a good newspaper, it would support it. That's no longer true. Community loyalty is out the window. And the Main Street merchant is the key. He's being hit by shopping centers that are pulling his customers away from the downtown area. So he's strictly interested in what he is going to get for his dollar, " Grunfeld said.

Best medium

"The advertiser," he added, "is looking for the best medium to carry advertising. He couldn't care less about the news." By printing a shopper combined with two weeklies, Grunfeld is providing that media.

When the editor originally bought the Marathon, the paper was a seat-of-the-pants operation, grossing a miniscule $14,000 annually. Now the three papers gross over $200,000. Because of the profitability of his concern, Grunfeld recently installed $300,000 in offset equipment for his printing operation where he puts out 30 different publications, including a shopper which is one of his major competitors.

"Ironically about two-thirds of what we print are shoppers," he said. "I'll never turn down work. And they want us to print because our price is right."

More serious, he added, "I guess nobody cares anymore about ethics, about newspaper morality." Over the phone, Grunfeld voices a pessimism seldom heard. especially from a man who also serves as vicepresident of National Newspaper Association, a group, he said, dedicated to fostering community journalsim.

"After all I'm supposed to be a vicepresident of a group dedicated to maintaining the ethics and tradition of the weekly press. And here I am doing exactly what goes against the purpose and grain of a community newspaper," he said.

'Despicable characters'

Although Grunfeld at times feels his respect in the community has not lessened, he admitted it was hard to be connected with an operation he disliked. He describes people involved with shoppers as "despicable characters" that vary from used car salesmen all the way up to respected businessmen.

"They see their role as providing a carrier for advertising only. They're interested in one thing, the almighty dollar, and that's it," he said.

The future of weekly journalism is threatened, he indicated. "The entire method of publishing, and, indeed, editing and printing a typical weekly, country newspaper has taken a total new look. The old days of serving a small, confined, local area are over and we are forced, by merchant demand, to expand territories to give the main street merchant the widest possible coverage for the lowest possible cost," he said.

Grunfeld added, "This takes a lot of doing and even more sacrifice on the part of the publisher."

"If we're going to survive, we must do a first class job and get a damn good circulation in the immediate area," he said. "Maybe, the only way a small town newspaper is going to survive is if it's completely isolated — 20 miles from the nearest shopping center, farther than that from a city. Otherwise the small town newspaper is on the way out."

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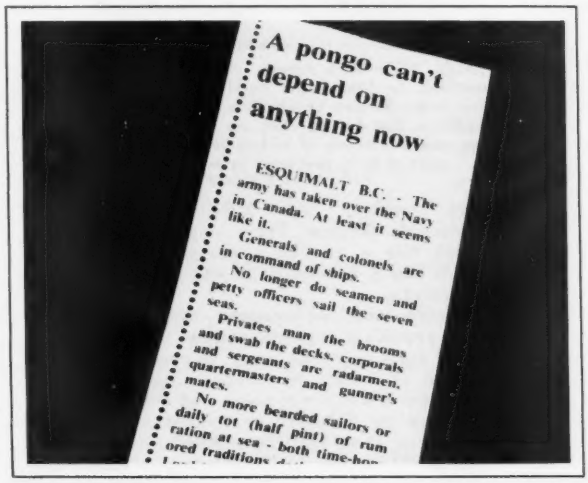

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Advertising scene

By Daniel L. Lionel

LOCAL EMPHASIS IS KEY FOR WRN

Mark Arnold, vicepresident and advertising director of the Westchester (N.Y.) Rockland Newspapers, remembers when the newspaper industry's rallying cry was "All business is local." While the slogan has fallen into disuse in recent years, the concept, according to Newspaper Advertising Bureau officials, is just as valid as ever.

When he served as retail division director of the then Bureau of Advertising he helped create and implement many sales programs and training procedures which reinforced the "all business is local" theme.

Since 1967 as advertising head of the Gannett-owned Westchester newspaper chain he has continued to improvise ways and means of harnessing the local impact of the daily newspaper's sales power.

Not content with reaching into better than two out of three households in the lush income Westchester-Rockland market, with 10 contiguous dailies in his group, Arnold felt that some smaller advertisers needed even more localized coverage than the WRN chain provided. Accordingly, several months ago he added a weekly tab insert *"The Town Ledger"* to the *White Plains Reporter Dispatch*. The tab goes out every Tuesday and is inserted only in the 11000 copies that go to Northern Westchester and Putnam County. Thus local merchants have the opportunity to be part of a major local daily newspaper, according to Arnold, and yet pay for only that portion of circulation that relates to their trading area. The tab which is filled with news and features of purely local character brings reader interest right down to the merchants' neighborhood. In addition to the 'Town Ledger' Arnold's group also publishes an independent weekly, the 3100 circulation *Bronxville Review Press and Reporter* which fills a gap in a peripheral area which has a household income of $24,317 per annum.

SALES BITE—Mark Arnold, vicepresident, advertising, for Westchester Rockland Newspapers Inc. in the Gannett Group, tells his presentation audience that he and staff are "still improvising ways and means of adding to the local impact of daily newspaper sales power."

Unlike most newspapers which have been providing regional editions and sectional rates in recent years, to combat the inroads of weekly newspapers and shoppers, the WRN newspapers had their beginnings as regional newspapers. They still retain their local character with individual editors and staffs including an individual advertising staff on each newspaper as well as a group advertising department housed in the WRN's recently completed ultra-contemporary headquarters in Harrison, N.Y.

This combination of purely local coverage and the ability of an advertiser to use a single newspaper at a local rate or the entire group if his market warrants, at a saving of 40% gives Arnold ample opportunity to pursue his local impact philosophy.

A major 1973 market study, the second in three years, entitled "The New Suburban Majority" substantiates the importance of local impact for major advertiser by bringing to light the fact that 76% of the household heads in this key New York City suburb no longer commute to the city but work in the Westchester-Rockland area. The same type study, conducted by Creative Research Services Inc. in 1970, showed 72% locally employed. It also showed the WRN newspapers with 63% coverage of their market while the metropolitan dailies share the remainder.

Interestingly, the 4% switch from city to local employment was balanced by an average loss of about the same percentage of metro newspaper circulation in the last three years in the area.

While the major thrust of "The New Suburban Market" surveys was designed to sell more national advertising, many of the questions posed to the broad sample of residents related to their retail purchasing practices. With the aid of computerized tabulations WRN's advertising director has been able to provide major retailers in his market with such vital information as where the shoppers in each of his local branches come from. For many of the better known stores such information as income, age, percentage of shoppers with charge accounts, value of their homes and family incomes is provided.

Giving the stores such information quickly enabled store executives to note the need for using more newspapers in the WRN chain than they may have been since they now had specific evidence that there is a broad interchange of shoppers within the market area.

The unique local yet county-wide combination possibilities for WRN advertisers is also reflected in their use of pre-printed inserts of which the papers carry an average of 7 per week. While most newspapers place a premium on so-called selected area distribution, WRN advertisers pay the same rate per thousand inserts in one newspaper as in the entire chain.

With a linage gain in every display category so far this year along with an 11% rate increase, Mark Arnold is holding to his projection of a continued upsurge for 1974. Special emphasis on the use of color advertising with a special local color presentation and intensive staff training in its use resulted in a 268% increase this year in that category alone. And with a goal of 116 new accounts for the first six months the WRN wound up with 138.

•

Sunday price raise

The *Des Moines Sunday Register* price was increased to 50 cents July 21 when bought at newsstand or vending machine. The carrier-delivered price in cities and towns was unchanged.

●ALLEY OOP ● AMANDA PANDA ● BEETLE BAILEY ● BLONDIE ● FIN, FUR, FEATHERS ● THE GREEN THUMB ● EDGAR GUEST ● MORTY MEEKLE ● OUT OUR WAY ● ORPHAN ANNIE ● RAY● DICK WEST

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FCC devises tv measuring stick

A new tool has been devised by the Federal Communications Commission to measure performance of tv stations across the country to better aid regulators, business competitors and the public.

The tool is actually a short report. It requires all commercial tv stations to tell the FCC and the public each year exactly how many minutes of news, public affairs, and other noncommercial programming (such as religion) were broadcast during a special test week.

The importance of these annual reports is that it will give the commission public interest groups, competitors an up-to-date conception of how much time each station devotes to public affairs.

This is particularly noteworthy when a broadcaster asks for a renewal of three-year Federal license.

The FCC is expected to release a national consolidation of these new programming reports in the near future. The release of the report comes at a time when the Senate Commerce Committe and the FCC are preparing to resume consideration of two key tv regulation issues.

At the FCC, hearings are scheduled on a long-pending proposal to eliminate the cross-ownership of tv stations and newspapers.

The Commerce Committee began holding hearings July 23, on a broadcast renewal bill already passed by the House.

Broadcast groups state the proposed legislation provides needed "stability" while critics say it will remove a competitive needle that forces stations to be responsive to the needs of communities which they serve.

Interestingly enough, among the 682 programming reports filed with the commission, a sampling failed to support opponents' contention to the ban on cross-ownership that claims affiliated stations have greater resources and therefore provide more news.

•

Pacific News Association established in Fiji

A Pacific Islands News Association has been formed in Suva, Fiji to promote and protect freedom of the press and foster high professional standards.

L. G. Usher, retired executive director of the *Fiji Times*, will serve as the organizing director. Considerable emphasis will be placed on training services in an area where many journalists have little or no previous professional training.

Usher chaired the organizational meetings that were attended by representatives from Hawaii, Fiji, Western Samoa Tonga, Tahiti, Papua New Guinea, the U.S. Trust Territory of the Pacific Islands, the British Solomon Islands Protectorate, Norfolk Island, Gilbert and Ellice Islands, Cook Islands, Australia and New Zealand.

Headquarters will be in Suva.

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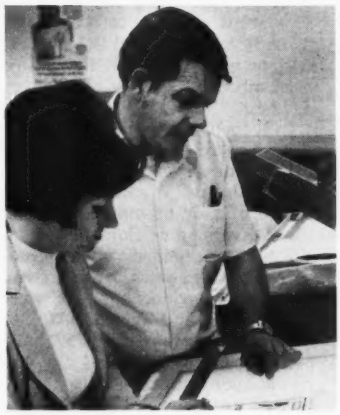

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Promotion

By George Wilt

TOTAL NEWSPAPER—IN THE J-SCHOOL

A book that was originally created to train newspaper staff members to work in their paper's promotion departments, has found a new use: It's the basis for curricula in 18 schools, including junior colleges, undergraduate schools at universities, and graduate courses in newspaper management.

The book is "Promoting the *Total* Newspaper," created under the aegis of the International Newspaper promotion Association, and edited by Bill Shover, *Phoenix Republic* and *Gazette*, INPA president.

Paul S. Hirt, promotion manager of the *Chicago Sus-Times* and *Daily News*, and INPA's careers/education chairman, reports that he has confined his efforts to those schools represented at the ANPA-AEJ symposium," Journalism Education for the 70's and Beyond," held at Reston, Va., last fall. In addition Hirt branched out to junior colleges, speaking on the total newspaper promotion concept to junior college teachers at Colorado State University.

To supplement and amplify the material in "Promoting the Total Newspaper," Hirt has produced a syllabus, presenting aims and premises, problems and proposals. Basic readings for the course are in the book, and are supplemented by other INPA material.

"Our hope is to help the schools produce graduates who, even though they may never work outside their primary news specialization, are aware of important relationships—between a newspaper and the society it serves, between the newspaper and its market, between the newspaper and other media, between the various departments of a newspaper—and the impact of all these relationships upon their output and careers," Hirt said.

"We believe that this will help upcoming generations of newspaper people to move faster and further than we have, and to produce stronger and better newspapers."

Hirt pointed out to the junior college journalism teachers that career journalists have to learn about and understand the impact of the market and audience factors and respond to them; to understand how many and what kinds of services a newspaper performs, and how inexorably they interlock.

Hirt has received enthusiastic response from the journalism education field.

William E. Hall, director of the School of Journalism, Ohio State University, wrote: "Promoting the Total Newspaper" is a great addition to our library and has already been checked out several times. It will be a great help this spring when we next offer our course in Newspaper Management."

"I'll include 'Promoting the Total Newspaper' as required reading in my management seminar on "Contemporary Newspaper Problems,'" said Arthur M. Sanderson, professor of mass communications at the University of South Florida.

Similar responses came from the University of Texas at Austin, University of Nebraska-Lincoln, University of Wisconsin, Georgia, and Syracuse U.

A survey of educators undertaken to determine acceptance of the INPA Total Newspaper approach to education for careers in journalism yielded 21 affirmative responses, with only three schools replying that they were not interested. The survey drew a total of 58 responses.

If you're in the journalism education field, and want to know more about INPA's "total newspaper" concept, write to Paul Hirt at the Chicago Sun-Times and Daily News, or to Ed Linsmier at INPA headquarters, P.O. Box 17422, Dulles International Airport, Washington, D. C. 20041.

YOUTH SURVEY—Determined students sat together for hours, tossing out ideas and pooling their intellectual resources, to produce a 68-question attudinal survey, the latest research project of the *Harrisburg* (Pa.) *Patriot* and *Evening News*. Representing the opinions of students from 35 senior high schools in five Central Pennsylvania counties, the survey is an update of 1968 and 1971 Student Surveys produced by the Capital Area Youth Forum, a Patriot-News project.

Subject areas, content of questions and choice of responses were determined by the students, with sections labeled: "Scholastic," "Human Rights," "Drinking," "Drugs," "Sex," "Law and Crime," "Population and Pollution," and "Politics."

Television viewing, according to the survey responses, has dropped to a low of 28.4%, compared to

Marijuana use has risen progressively over the past six years, according to the survey responses, from 2.8% who tried it in 1968, to 11.9% in 1971, and 29.9% in the 1974 survey. About 25% of the students said they do not drink alcoholic beverages. However, the percentages of those who have not tried beer, wine or hard liquor has dropped from 42.2% in 1968, to 31.6% in 1971, to 25.7% in 1974.

The survey was administered to one section in each of the 35 senior high schools by a Youth Forum Student Cabinet member. Data processing and office management classes at Cumberland-Perry Area Vocational-Technical School, Mechanicsburg, were responsible for key punching, verifying and tabulating survey results. One high school senior wrote the entire computer program for the Student Survey.

Bill Lunsford, community service director of the Patriot-News, said copies of the survey are available by writing him at P.O. Box 356, Camp Hill, Pa. 17011.

•

MISS AMERICAN TEEN-AGER Franchises to conduct state contests are being awarded on a first-come, first-served basis to newspapers by Miss American Teen-Ager Inc., of 1605 Lemoine Ave., Fort Lee, N.J. 07024.

Now in its 15th year of consecutive operation, the Miss American Teen-Ager Contest and pageant is one of the most highly respected, successful and prestigious events of its kind. In 1973, more than 250,000 girls between the ages of 13 and 17 entered in small towns and large cities, with more than 3-million lines of newspaper coverage.

"We are being very selective in awarding franchises for state contests," said Sol Abrams, president of Miss American Tenn-Ager Inc. "We are seeking promotion-minded newspapers to join our franchise network. We will show them how to increase their circulation, advertising, publicity and prestige by operating a state contest under our award-winning formula," he said.

•

July 4 reprint

The *Manchester* (N.H.) *Union Leader* marked July 4 by devoting its entire front page to reprinting the Declaration of Independence in red ink.

Billy Graham at SNPA

Rev. Billy Graham will deliver the opening address at the 71st annual Southern Newspaper Publishers Association convention, to be held at the Broadmoor in Colorado Springs, September 15-18.

Graham will speak on Monday, September 16. The group conferences, based on circulation, will meet Tuesday morning.

SNPA has advised its members that the deadline for making hotel reservations is August 15, 1974.

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"I'm pleased, John, to report that our initial CCA experience in Lake City, South Carolina, was *quite favorable*," said Banner Publishers' chief executive and publisher, Fred R. Sheheen, in a letter to Community Club Awards' John C. Gilmore.

FRED R. SHEHEEN

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"We now operate the prospering Lake City News and Post, thrice-weekly. I consider the *successful* use of CCA in that very difficult situation to be a key factor in improving the situation of Banner Publishers, Inc., in Lake City."

"We are now considering the use of CCA in other situations in our group of newspapers and I'm confident that the results will be equally fruitful," Mr. Sheheen concluded.

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POP SCENE ANSWER MAN
JOHN KEASLER, By George!
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YOUR STARS THIS WEEK, Stella Wilder
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Hi and Lois

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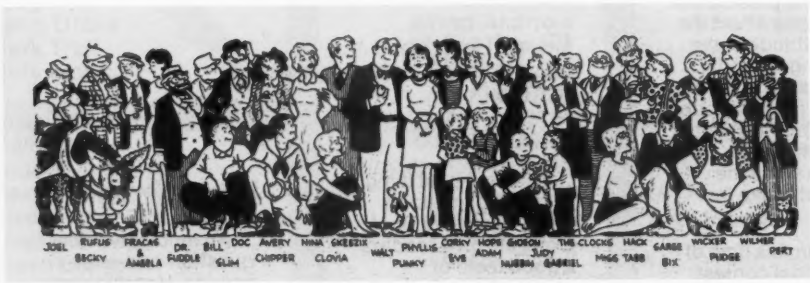

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By William A. Rusher

Provocative comment by the publisher of "National Review" and the country's leading conservative spokesman. Over 90 editorial pages feature Rusher's political opinions. 3xs. Sunday, Wednesday, Friday.

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By Harry Cargas and Richard Nickeson

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LIFE STYLE

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By Charlie Shedd

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THE NEW ETIQUETTE
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By Tom Ferrell and Lee Eisenberg

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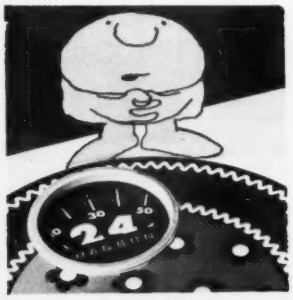

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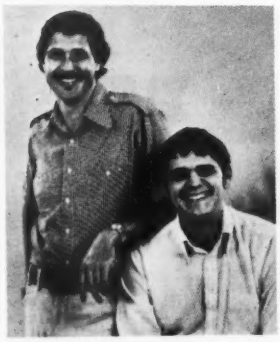

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By Mickey Herskowitz and Steve Perkins

Two pro reporters team up to answer the latest questions on sports news and gossip. They have the contacts and the readers! Over 125 clients. Sunday, Wednesday.

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By Philip Nobile

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THE BOTTOM TEN

By Steve Harvey

Weekly poll pays tribute to the worst college and pro football teams. Over 125 papers carry this READER-GRABBER during the season (approx. 16 weeks). Tuesday (Football Season).

BOOKS

A new dimension for our features! Here are books recently published by UPS' subsidiary, Sheed & Ward, Inc.

There's a New You Coming by Nancy Stahl. *Trim's Arena* by Hal Trim. *Ziggy Coloring Book* by Tom Wilson. *Joanie* A Doonesbury Book by Garry Trudeau. *Good Earth Almanac Old Time Recipes* by Mark Gregory. *Doonesbury—The Original Yale Cartoons* by Garry Trudeau. *Life is Just a Bunch of Ziggys* by Tom Wilson. *Good Earth Almanac Natural Gardening Handbook* by Mark Gregory. *What Is God's Area Code?* A Kelly-Duke Book by Jack Moore. *Things Your Mother Never Taught You (Volumes I and II)* by Charlotte Slater. *Good Earth Survival Handbook* by Mark Gregory. *It's a Ziggy World* by Tom Wilson. *The New Parents' Bedside Reader* by Nancy Stahl.

NOBILE

HOW-TO

THINGS YOUR MOTHER NEVER TAUGHT YOU

By Charlotte Slater

Weekly fix-it column saves readers money and headaches. Over 150 clients. Two paperback collections published. Sunday (line art, 6 wks. lead time).

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By Daphne Ginnings

NOT JUST SEWING! Finally, a creative column dealing with all types of needlework—knitting, crocheting, remodeling, quilting. Sunday (art).

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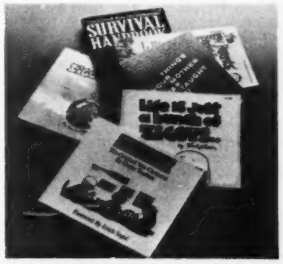
By Sandra Kelly

Sewing advice from a pro. Kelly features new trends in fabrics and technique. Sunday (art).



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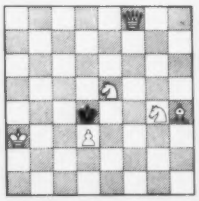

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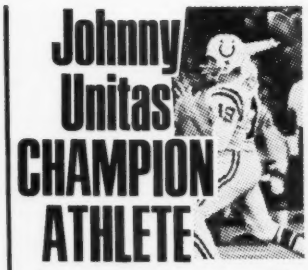

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USA—U.S.A. Syndicate
VMG—VIP Medical Grapevine
WAG—Philip Wagner Syndicate
WAW—Washington Weekly, Inc.
WEI—Weiss Philatelic-Numismatic Features
WER—Joe Werner Feature Service
WHI—Leo White Productions, Inc.
WIL—Williams Newspaper Features Syndicate, Inc.
WIN—Windy City Features Inc.
WIP—Wagner International Photos, Inc.
WLG—W. L. Gordon Features
WNS—Women's News Service
WOM—Women Today
WOR—World News Syndicate, Ltd.
WPW—Washington Post Writers Group
WRN—Washington Religious News
WSS—Washington Star Syndicate, Inc.
WUP—World Union Press
WWH—Wilson's Western Humor
WWI—World Wide Information Services, Inc.
YFI—Your Fashion Image
YOU—Youth Research Institute
ZUB—Emil Zubryn-International Features

ABBREVIATIONS, SYMBOLS, CLASSIFICATIONS

How Often Is Feature Supplied:

Annually	an
Daily	d
Sunday	S
Contract	cont
Daily & Sunday	dS
Daily except Saturday	dexSat
Daily except Sunday	dexS
Every other day	eod
Every other Sunday	eoS
Every other month	eom
Five Times weekly	5tw
Three times per month	3tm
Occasionally	occ
Fortnightly	fn
Individual	ind
Monthly	m
Quarterly	qt
Seasonal	sea
Semi-monthly	sm
Semi-weekly	sw
Six times a year	6ty
Tri-weekly	tw
Weekly	w

Size of Feature

Number of words	500 etc.
Columns wide and inches deep	4c5", 7c4", 3c6", etc.
Page (Standard)	ps
Page (Tabloid)	pt
Double Truck	dt
Half-page (Standard)	hps
Half-page (Tabloid)	hpt
Half-page (Vertical)	hpv
Third-page (Standard)	tps
Third-page (Tabloid)	tpt
Quarter-page (Standard)	qps
Quarter-page (Tabloid)	qpt
Quarter-page (Horizontal)	qph
Sixth-page (Horizontal)	sph
Sixth-page (Vertical)	spv
Varies	var
Book length	bl

How Feature is furnished

Mimeographed	mim
Manuscript	man
Text copy acceptable for optical scanner equipment	ocr
Offset Reproduction Proofs	orp
Letterpress Copy	Lc
Illustrated	ill
Illustrated with glossy Print Photos	igp
Illustrated-photos in negative form	ing
Mat complete	mat
Illustration Only in mat Form	ilm
Wire	wire
Teletype	tt
Telex	telex
Xerox Copy	xerox
By Mail	mail
Available on Tape	tape
Leased Teleprinter Circuits	tel
Also available in Spanish	*

Classifications (Indicated by "C")

- * Art (see 11—Columns)
- 1—Astrology, Graphology
- 2—Automotive
- 3—Aviation
- * Backgammon—(see 9—Chess-Checkers-Backgammon)
- 4—Beauty
- 4A-Boating
- 5—Books
- 6—Bridge
- 7—Business, Financial, Legal, Real Estate
- 8—Cartoons and Panels (Humorous)
- 9—Chess-Checkers-Backgammon
- 10—Children
  - * Coins (see 38—Stamps, Coins, Medals)
  - * College/University News (see 21—History, Politics)
- 11—Columns
- 12—Comics (strips and Sunday pages)
  - * Cultural—Art, Entertainment, Literature, Poetry, Theatre (see 11—Columns)
  - * Ecology (see 14B—Environment)
- 13—Editorial (text)
- 14—Editorial Cartoons
- 14A-Education
  - * Entertainment (see 11—Columns)
- 14B-Environment/Ecology
  - * Farming (see 19—Gardening)
- 15—Fashions
- 16—Fiction
- 17—Fillers, Poetry
  - * Financial (see 7—Business, Financial, Legal, Real Estate)
- 18—Food
- 19—Gardening, Farming
  - * Graphology (see 1—Astrology)
- 20—Health
- 21—History, Politics
  - * Horoscope (see 1—Astrology)
- 22—Household, Do It Yourself, House Plans, Interior Decorating
  - * Legal (see 7—Business, Financial, Legal)
  - * Literature (see 11—Columns)
- 23—Maps
  - * Medals (see 38—Stamps, Coins, Medals)
- 24—Motion Pictures
- 25—Music
- 26—Nature
  - * Outdoors (see 37—Sports Outdoors)
- 27—Patterns
- 27A-Pets
- 28—Photography (columns on)
  - * Poetry (see 11—Columns)
  - * Politics (see 21—History, Politics)
- 28A-Picture/Photo Services
- 29—Puzzles-Quizzes
- 30—Radio-Television
  - * Real Estate (see 7—Business, Financial, Legal, Real Estate)
- 31—Religion
- 32—Research, Polls, Surveys
- 32A-Retirement—Senior Citizens
- 33—Science
  - * Senior Citizens (see 32A-Retirement)
- 34—Serials
- 35—Short Stories
- 36—Special Pages
- 37—Sports, Outdoors
- 38—Stamps, Coins, Medals
- 38A-Teen Age
  - * Television (see 30—Radio-Television)
  - * Theatre (see 11—Columns)
- 39—Travel
- 40—Veterans
- 41—Women's Pages

1—ASTROLOGY-GRAPHOLOGY

Aladdin's Lamp—dexS-2c5"-mat-orp-mail—Roger Vega GFC
Astroday—dS-xerox—Jonathon CEN
Astro-Analysis—w-2c-orp—Sonia McGinnis MGN
Astro*Graph—dS-1c12"/2c6"/3c4"/4c3"-orp-ill-Bernice Bede Osol EF
Astro-Guide—7tw-2c5"-mat-orp—Cecan CTN
Astrological Forecast—dS-500-mim-orp-mail Sydney Omarr GFC
Astrology Today—w-500-orp. Sybil Leak BPS
Astrology-Today—w-500-mim—J. Naylor BPS
Between The Lines—tw/dS/w-var-mim-ill—Penny ROM
Carroll Righter Horoscope—7tw-700-orp—Carroll Righter MCN
Criswell Predicts—w-750/1000-mim—Criswell NEW
Fortune Kookies—d-1c3"-mat-orp—Charles Glass CTN
Fortune Teller—w-2c6"-orp—A. C. Gordon WLG
Horoscope—an-mim—Francesco Walcher ITP
Horoscope—dexS-300-man—Francesco Waldner MIL
How's Your Luck—w-500-mim ITP
Jeane Dixon Horoscope—7tw-600-ocr—Jeane Dixon CTN
Jeane Dixon Predictions—2ty-2000-mim-ocr—Jeane Dixon CTN
Latinoamerican Features—w-1800-orp-ill-mail—Danilo Vasquez AMU
Latinoamerican News—w-1200-orp-ill-mail—Omar Poblete AMU
Marga Eyes The Stars—w-2c10"-orp—Marga Fenwick QUE
Moon Message For You—d-200-mim—Cullen Moore CMS
New Year Tips—an-1200-mim—Cullen Moore CMS
Olga Knows—w-600-mat—Olga CHR
Star Gazer—dS-2c4½"-mat-orp—Clay Pollan MCN
Star Mates & Friends—ind-12 parts-725 each-mim-igp—Cullen Moore CMS
Stars & Lovers—w-900 (dividable)-mim-igp—Cullen Moore CMS
Stars & Fashion—ind-1500-mim—Cullen Moore CMS
Strange Destinies—w-600-mim—J. Macklin BPS
Sydney Omarr's Astrology Week—S-700-mim-orp-mail—Sydney Omarr LAT
The Next Time Around—tw-400/500-xerox—Sybil Leek CEN
The Pen Is Mighter Than The Couch—w/sm-300-man—Patricia Lavin LAV
This Week In Astrology—S-hps-tps-tp-orp-mat—Bernice Bede Osol & Elmarine Hanratty NEA
*Wishing Well—7tw-2c-mat-orp—William J. Miller KFS
*Your Birthday—dS-750-orp-ocr-mail-Lc-wire-tts-tel—Stella Wilder UFS
Your Horoscope—m-2c10"-orp—Victoria Lee CNF
Your Horoscope Forecast—w-var-man—Dolores Pyle PYL
Your Horoscope Guide—w-500-mim-orp-ocr—Mrs. Gina Ceaglio CNS
Your Individual Horoscope—7tw-Lc-orp—Frances Drake KFS
Your Life In The Stars—w-500-mim ITP
Your Stars—w-800-man—Constance Sharpe MIL
Your Stars This Week—w-600-mim-Lc-mail-orp-ocr-wire-tts-tel—Stella Wilder UFS
Your Week Ahead—w2c-orp—Dr. A. W. Damis MIL
Your Week Ahead—w-2c7½"-orp-mat—Dr A. W. Damis CSP

2—AUTOMOTIVE

Auto Album—w-2c-ill-mat-orp-Lc—Tad Burness KFS-LLS
Auto-Kno—cont-var-man-mim—T. Jerome Bishop BIS
Auto Service Tips—w-2c3½"-orp-mat-ill—Staff CSP
Automobiles—w-350-mim-mail—David Allen DHJ
Automotive—m-var-igp—Ida Fried EPS
Automotive Report—5tw/w-var—Albert E. Fleming CUM
Car Crazy—w-var-orp-ill—Bilko BPS
Celebrities Laugh—w-qpt-orp-ill—Misc. Cartoons OPS
Celebrities Speak—w-qpt-orp-ill—Misc. Authors OPS
Dateline: Detroit—w-600-mim-igp—Don O'Reilly AU
Driver's Seat—w-600-mim-ocr—Robert W. Irwin NANA
Inside Auto Racing—3tw-600-mim-igp—Don O'Reilly AU
Leisure—ind-ps-mam—Staff IMN
Let's Talk About Your Car—w-350-mim—Ray Hite ECS
Moto Sports—m-2000-igp—Bob Cutter THG
Motor Talk—w-500-mim-mail—Staff CAP
Motor Tips—w-500-mim—Stirling Moss BPS
Motorways—w-750-mim-orp-igp-ocr—Frank Macomber CNS
Newsfeatures—d-var-orp-ill-ilm-tape-ocr—Staff NEA
Teenage Driving Tips—w-500-orp—Jane Sherrod BPS
The Chargers—dexS-3c/4c-orp—Ross Bunch CEN
The Steering Column—S-600/950-mam—Bob Cutter THG
Wheels—w-600-mim-igp—Marshall Spiegel NPF
Wheels—5tw-mim-igp WSS
Wheels—w-350-mim—Art Ingoglia ECS
Your Car—w-700-mim—Ray Stapley TSS
Your Car—w-350-mim-ocr-mail—Eugene Milmoe GFC

3—AVIATION

Great Trains—m-ps-orp-ill—Misc. Authors OPS
History of Education—m-ps-orp-ill—Misc. Authors OPS
Military Affairs—w-750-mim-ocr—L. Edgar Prina CNS
Newsfeatures—d-var-orp-ill-ilm-tape-ocr—Staff NEA
Science In The News—occ-var-igp-mail—Sidney Polinsky AUN
Theo Reads Your Stars—w-4c8"-orp—Teddi Hauff SUB

4—BEAUTY

A Lovelier You—5tw-300-ilm-orp—Mary Sue Miller PHS
*A New You—3tw-ill-mat-orp-Lc—Emily Wilkens KFS
Ask Dr. Brothers—7tw-Lc-orp—Dr. Joyce Brothers KFS
Ask Jennifer—2tw-600-mim-ill-ocr—Jennifer Anderson CTN
Australian Home Journal—m-ps-orp-ill OPS
Australian Woman's Weekly—m-ps-orp-ill OPS
Beauty—m-var-igp—Dina Dellale EPS
Beauty Is . . . —w-1c2"/var-xerox Madame Lucille Bouchard BOU
Beauty News Features—occ-var-ill-ilm-tape-ocr—Staff NEA
Beauty Plus Magazine from England—m-ps-orp-ill OPS
Beauty Tips from Hollywood—w-500-orp—Showbusiness personalities BPS
Celebrities Laugh—w-qpt-orp-ill—Misc. Cartoons OPS
Celebrities Speak—W-qpt-orp-ill—Misc. Authors OPS
Cleo Magazine from Australia—m-ps-orp-ill OPS
Eat Up and Slim Down—14part series-3c10"Lc-ill-ilm—Lelord Kordel SPE
Editorial Material & Pictures for Women's Pages UOP
Fashion & Beauty Tips—w-var-orp-tape-ocr—Staff NEA
Fashion, Fare and Figure—w-5000-ocr-mim-orp-Lc-wire-tts-tel—Florence deSantis UFS
Hair Care—w-1c3"-orp—Carole Bentley ITP
Hollywood Beauty—tw-350-mim-igp-ocr-mail—Lydia Lane LAT
Pinup Photos—ind-var-igp-mail—Arthur S. Green GRE
Spadea Hair Styles—w-1c5"/2c5"-igp—Paul Hamlin SPS
The Stage of Fashion—sw-400/500-xerox—Regina Carroll CEN
W-Service—eoS-mail FA
Women's Wear Daily Service—5tw-mail-igp FA
You Can Be Beautiful—w-250-mim—Rita MacLachlan MFS
Your Best Years—tw-350/450-xerox—Dee Payne CEN

4A—BOATING

Boating—m-var-igp—Ida Fried EPS
Boating—w/sea-350-ill-orp-ilm-ocr-mim—Stan Davies NNS
Boating—w-500-orp—Jack Woliston UPI
Do-It-Yourself—dS-sph-var-man-ill-igp—Steve Ellingson UB
Leisure—ind-ps-man—Staff IMN
Martin's International Newsreel—occ-var-igp—M. W. Martin MAR
Patterns For Better Living—dS-sph-var-man-ill-igp—Steve Ellingson UB
Power and Sail—w-500-mim-ocr-mail—Almon Lockabey GFC
U-Bild Enterprises—dS-sph-var-igp-ill-man—Steve Ellingson UB
U-Bild It—dS-var-sph-man-ill-igp—Steve Ellingson UB
U-Can Do It—dS-sph-var-igp-ill-man—Steve Ellingson UB

5—BOOKS

Around The World—w-600-man—Sidney Ascher ASC
Authors & Books—w-750-man-mail—Gary Baranik BAR
Best Sellers—w-250-mim-ocr-orp-Lc-mail-wire-tts-tel NANA
Best Sellers (Fiction & Non Fiction)—w-hps-pt-orp/book form—various authors BPS
Best Sellers—w-150-orp—Staff UPI
Bibliotheque—w-1500-orp—John Douglas Paulus MCF
Bike Hiking—ind-12,000-mim-mail—Steve Sherman DDS
Book Notes—w-350-mim—John Turner ECS
Book Reviews—w-var-man-mail—Marc Drogin DRO
Book Ratings—w-350-mim—Staff GRN
Book Review—w-400-mim-orp-ocr—Staff CNS
Book Reviews—S-250-mim-xerox—Ernest Cady DF
Book Review—occ-800-mim—David Friedman JTA
Book Reviews—w-varies-orp—Staff UPI
Book Reviews—w-500-mim—Barney Glazer TCN
Book Reviews—w-var-igp-orp—Robert Emmett McLeod FEA
Book Reviews—w-var-mim—David Horowitz & D. Benarone WUP
Book Reviews (Children's)—m-var-orp-igp—M. F. Stroud FEA
Book World Service—2tw-mim-man WPW
Books—ind-ps-man IMN
Books—m-var-igp—Ida Fried EPS
Books Galore—w-1500-orp—Mid Paulus MCF
Books-Into-Serials—cont-occ-var-man-mim—Various Authors CHA
Books of the Week—w-750-mim—John Austin/various HIS
BookShelf—eom-500-man—Jeff Lee SA-JLS
Bookviews—w/m-var-mim BVS
BookViews—w-500-xerox-mail—Alan Caruba INP
'Bout Books—w-800-mim—Jan Nutter WOR
Business of Writing—w-500-xerox—Vic Levine SYN
Christian Science MonitorNews & Photo Service—5tw-var-igp-ocr RTS
Creative Aggression—ind-12,000-mim-mail—George Back & Herb Goldberg DDS
Digest of Books—m-pt-orp/book form—Various Authors BPS
Gardening For All—m-ps-orp-ill—Magazine from England OPS
Great Trains—m-ps-orp-ill—Misc. Authors OPS
Give! Who Gets Your Charity Dollar—ind-12,000-mim-mail—Harvey Katz DDS
Handicrafts—m-ps-orp-ill—Misc. Authors OPS
Harper's Newspaper Service—m-6000-ocr RTS
History of Education—m-ps-orp-ill—Misc. Authors OPS
Lady Beware—ind-12,000-mim-mail—Peter Arnold DDS
Looking Back—ind-12,000-mim-mail—Joyce Maynard DDS
My Life In The Mafia—ind-12,000-mim-mail—Vincent Teresa & Thomas Renner DDS
Mazel Tov! You're Middle Aged—ind-12,000-man-mail—Albert Vorspan DDS
Natural Living—w-750-xerox—Beatrice Trum Hunter SYN
Newsfeatures—d-var-orp-ill-ilm-tape-ocr—Staff NEA
Parade of Books—w-var-mim-igp—Robert Hollenbeck KFS
Permanent Bookshelf—m-1000-mim—Staff ICS
Quick Looks At New Books—w-500-mim—Edwin T. Grandy GNF
Quote & Unquote—w-500-mim—Edwin T. Grandy GNF
Raising Children In A Difficult Time—10 Instal.-1,200 words each-mim-Dr. Benjamin Spock CF
Reading For Knowledge—w-500-mim—Barry Glazer TCN
Reviewing the New Sports Books—m-ps-xerox-mail—Phil Kalker AEW
Robert Kirsch Column—w-800-wire—Robert Kirsch LTWP
Tonight!—ind-12,000-mim-mail—Terry Galanoy DDS
Travel & Leisure—w-500-mim—Bob Nesoff GSM
TV Feature Films Source Book—an-bl-man UFS
Weekly Short Stories—w-ps-qpt-orp—Misc. Authors OPS
Women Are My Favorite People—ind-12,000-man-mail—Art Linkletter DDS

6—BRIDGE

B. Jay Becker's Contract Bridge—dS-mat-orp—B. Jay Becker KFS
Bridge—w/cont-500/700-man-mail—Carl Brett GIN
Goren on Bridge—7tw-600-mat-orp—Charles Goren CTN
Karpin On Bridge—7tw-600-mim-ilm-orp—Fred L Karpin CTN
Modern Bridge—w-200-orp-ill—J. Fern BPS
Sheinwold On Bridge—d-300/S-700-mim-ill-mail—Alfred Sheinwold GFC
The Aces—dS-750-orp-mat-ocr-mail-Lc-wire-tts-tel—Ira G. Corn, Jr. UFS
Win At Bridge—dexS-400-orp—Oswald & James Jacoby NEA

7—BUSINESS - FINANCIAL - LEGAL - REAL ESTATE

A Good Book To Read—d/w-500-man—Martin J. Ross LAW
A Woman and Her Money—w-600-mim—G. L. Ludeke BEL
About Real Estate—w-800-ocr—Don Campbell RTS
Balance of Justice—w-200-xerox—Profg. John Ritter and Atty. Paul Levine LEG
Advertising & Marketing—w-750-mim—Jack Kelly ICS
Behavior & Business—w-600/700-xerox—S. V. Didato, Ph.D DID
Bigg's Business—dex.S-1c2¼"/2c4¼"-mat-orp—Bob Zahn CEN
Bruce Whitestone—w-700-mim—Bruce Whitestone DWL
Business and the Stock Market—w-600-mim—Babson Staff BAB
Business Blueprint—w-750-mim—Ed Nassauer ICS
Business Outlook—2tw-var-mim—J. A. Livingston PHS
Business Review—w-250-Lc-mail—Stan Maxwell COR

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CLASSIFICATIONS OF SYNDICATED FEATURES

1—ASTROLOGY-GRAPHOLOGY

Aladdin's Lamp—dexS-2c5"-mat-orp-mail—Roger Vega GFC
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Fortune Teller—w-2c6"-orp—A. C. Gordon WLG
Horoscope—an-mim—Francesco Walcher ITP
Horoscope—dexS-300-man—Francesco Waldner MIL
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*Wishing Well—7tw-2c-mat-orp—William J. Miller .. KFS
*Your Birthday—dS-750-orp-ocr-mail-Lc-wire-tts-tel—Stella Wilder UFS
Your Horoscope—m-2c10"-orp—Victoria Lee CNF
Your Horoscope Forecast—w-var-man—Dolores Pyle .. PYL
Your Horoscope Guide—w-500-mim-orp-ocr—Mrs. Gina Ceaglio CNS
Your Individual Horoscope—7tw-Lc-orp—Frances Drake KFS
Your Life In The Stars—w-500-mim ITP
Your Stars—w-800-man—Constance Sharpe MIL
Your Stars This Week—w-600-mim-Lc-mail-orp-ocr-wire-tts-tel—Stella Wilder UFS
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Automotive—m-var-igp—Ida Fried EPS
Automotive Report—5tw/w-var—Albert E. Fleming .. CUM
Car Crazy—w-var-orp-ill—Bilko BPS
Celebrities Laugh—w-qpt-orp-ill—Misc. Cartoons OPS
Celebrities Speak—w-qpt-orp-ill—Misc. Authors OPS
Dateline: Detroit—w-600-mim-igp—Don O'Reilly AU
Driver's Seat—w-600-mim-ocr—Robert W. Irwin .. NANA
Inside Auto Racing—3tw-600-mim-igp—Don O'Reilly AU
Leisure—ind-ps-mam—Staff IMN
Let's Talk About Your Car—w-350-mim—Ray Hite . ECS
Moto Sports—m-2000-igp—Bob Cutter THG
Motor Talk—w-500-mim-mail—Staff CAP
Motor Tips—w-500-mim—Stirling Moss BPS
Motorways—w-750-mim-orp-igp-ocr—Frank Macomber CNS
Newsfeatures—d-var-orp-ill-ilm-tape-ocr—Staff NEA
Teenage Driving Tips—w-500-orp—Jane Sherrod BPS
The Chargers—dexS-3c/4c-orp—Ross Bunch CEN
The Steering Column—S-600/950-mam—Bob Cutter THG
Wheels—w-600-mim-igp—Marshall Spiegel NPF
Wheels—5tw-mim-igp WSS
Wheels—w-350-mim—Art Ingoglia ECS
Your Car—w-700-mim—Ray Stapley TSS
Your Car—w-350-mim-ocr-mail—Eugene Milmoe GFC

3—AVIATION

Great Trains—m-ps-orp-ill—Misc. Authors OPS
History of Education—m-ps-orp-ill—Misc. Authors OPS
Military Affairs—w-750-mim-ocr—L. Edgar Prina CNS
Newsfeatures—d-var-orp-ill-ilm-tape-ocr—Staff NEA
Science In The News—occ-var-igp-mail—Sidney Polinsky AUN
Theo Reads Your Stars—w-4c8"-orp—Teddi Hauff SUB

4—BEAUTY

A Lovelier You—5tw-300-ilm-orp—Mary Sue Miller PHS
*A New You—3tw-ill-mat-orp-Lc—Emily Wilkens KFS
Ask Dr. Brothers—7tw-Lc-orp—Dr. Joyce Brothers .. KFS
Ask Jennifer—2tw-600-mim-ill-ocr—Jennifer Anderson CTN
Australian Home Journal—m-ps-orp-ill OPS
Australian Woman's Weekly—m-ps-orp-ill OPS
Beauty—m-var-igp—Dina Dellale EPS
Beauty Is . . . —w-1c2"/var-xerox Madame Lucille Bouchard BOU
Beauty News Features—occ-var-ill-ilm-tape-ocr—Staff ..NEA
Beauty Plus Magazine from England—m-ps-orp-ill OPS
Beauty Tips from Hollywood—w-500-orp—Showbusiness personalities BPS
Celebrities Laugh—w-qpt-orp-ill—Misc. Cartoons OPS
Celebrities Speak—W-qpt-orp-ill—Misc. Authors OPS
Cleo Magazine from Australia—m-ps-orp-ill OPS
Eat Up and Slim Down—14part series-3c10"Lc-ill-ilm—Lelord Kordel SPE
Editorial Material & Pictures for Women's Pages UOP
Fashion & Beauty Tips—w-var-orp-tape-ocr—Staff NEA
Fashion, Fare and Figure—w-5000-ocr-mim-orp-Lc-wire-tts-tel—Florence deSant'is UFS
Hair Care—w-1c3"-orp—Carole Bentley ITP
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Pinup Photos—ind-var-igp-mail—Arthur S. Green GRE
Spadea Hair Styles—w-1c5"/2c5"-igp—Paul Hamlin SPS
The Stage of Fashion—sw-400/500-xerox—Regina Carroll CEN
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4A—BOATING

Boating—m-var-igp—Ida Fried EPS
Boating—w/sea-350-ill-orp-ilm-ocr-mim—Stan Davies NNS
Boating—w-500-orp—Jack Wollston UPI
Do-It-Yourself—dS-sph-var-man-ill-igp—Steve Ellingson UB
Leisure—ind-ps-man—Staff IMN
Martin's International Newsreel—occ-var-igp—M. W. Martin MAR
Patterns For Better Living—dS-sph-var-man-ill-igp—Steve Ellingson UB
Power and Sail—w-500-mim-ocr-mail—Almon Lockabey GFC
U-Bild Enterprises—dS-sph-var-igp-ill-man—Steve Ellingson UB
U-Bild It—dS-var-sph-man-ill-igp—Steve Ellingson .. UB
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5—BOOKS

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Weekly Short Stories—w-ps-qpt-orp—Misc. Authors .. OPS
Women Are My Favorite People—ind-12,000-man-mail—Art Linkletter DDS

6—BRIDGE

B. Jay Becker's Contract Bridge—dS-mat-orp—B. Jay Becker KFS
Bridge—w/cont-500/700-man-mail—Carl Brett GIN
Goren on Bridge—7tw-600-mat-orp—Charles Goren CTN
Karpin On Bridge—7tw-600-mim-ilm-orp—Fred L Karpin CTN
Modern Bridge—w-200-orp-ill—J. Fern BPS
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The Aces—dS-750-orp-mat-ocr-mail-Lc-wire-tts-tel—Ira G. Corn, Jr. UFS
Win At Bridge—dexS-400-orp—Oswald & James Jacoby NEA

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Moco — Pantomime import from Denmark daily features zany little Mister Everyman. 6

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COMIC STRIPS—SUNDAY

Love Is . . . by Kim Grove — Expanded version of the popular daily panel, offering five separate ideas on everyone's favorite subject.

Yankee Doodles by Ben, Don and Fred—See Comic Strips—Daily

EDITORIAL CARTOONS

Paul Conrad — Two Pulitzer Prizes, an Overseas Press Club Award, three Sigma Delta Chi awards. Editorial cartoonist for Los Angeles Times. Three columns wide. 5

Tom Darcy — Pulitzer Prize ('70), Overseas Press Club ('71, '72) are Newsday cartoonist's latest awards. Three columns wide. 5

Lou Grant — Bright cartoon with solid impact by editorial cartoonist for the Oakland Tribune. Three columns wide. 5

Hugh Haynie — Hard-hitting, striking art by cartoonist of the Louisville Courier-Journal. Three columns wide. 5

Don Hesse — America's leading conservative cartoonist. Multi-award winner from the St. Louis Globe-Democrat. 5

Frank Interlandi — Poignant satire in this supplementary panel by award-winning Los Angeles Times artist. Two columns wide. 5

Pat Oliphant — Pulitzer Prize-winning cartoonist of the Denver Post, 1972 Reuben Award. Three and four columns wide. 5

Corky Trinidad — Thoughtful views by Philippine-born cartoonist for the Honolulu Star-Bulletin. Three columns wide. 2

Ben Wicks — Small panel designed for page one or editorial section by Toronto artist. One or one and one-half columns. 8

Caricature Service by Dick Wright — Initial package of 100 newsmakers caricatures. Two new caricatures each week. 2

ENTERTAINMENT

Joyce Haber — Five releases each week on a new Hollywood by filmland's best columnist. 5

Marvin Kitman — Newsday's satirist of the '70s uses TV as springboard for his humor. Fine in any section of the paper. 2

Cecil Smith Television Column — Nation's top TV columnist writes incisive reports. Two are with art. 3

Shows to Watch by Paul Henniger — Capsule summaries of the upcoming week's top shows, plus bonus backgrounders. 7

TV Tee Hees — See Cartoons and Panels.

ENVIRONMENT

WEEKLY FREQUENCY

Jeff Stansbury and Edward Flattau — Early alert reports called Our Environment from team in forefront of ecology battle. 2

ETIQUETTE

Amy Vanderbilt—World's leading authority on etiquette writes modern daily feature for men and women. 6

FOOD

Fast Gourmet by Poppy Cannon — World-famous cooking expert on easy-to-fix dishes. 1

Food and Your Health — See Health

Skillet Club by Frank Kohler — Easy-to-follow recipes by a male writer who is a favorite with many women. 1

Wine Connoisseur—Expert opinion and commentary on wine by Robert L. Balzer, Los Angeles Times Home Magazine. 1

HEALTH

Child Care by William G. Crook, M.D. — Pediatrician-author provides enlightenment on care of children. 6

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HOUSEHOLD, DO-IT-YOURSELF

Dottie Decorates by Dorothy and Harry Brown — All phases of home decorating covered in this panel. 1

Easi-Bild Woodwork Patterns — Full-size woodworking patterns with art on everything for the home. 1

Handy Family by Lloyd Birmingham — How-to-do-it strip features fine items for the home. 1

Home Line — See Women's Pages

Homeowners' Money Savers by Douglas Tuomey — Reports ways to save money on house, home projects. 2

Thrifty Nifty by Helen Robertson — One-column panel of food and household ideas. 6

Your Home by Carolyn S. Murray — Illustrated columns on home and furniture by Los Angeles Times Home Magazine editor. 2

HUMOR

Art Buchwald Column — Here is America's greatest humor columnist. 3

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Art Buchwald — See Humor

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John Crosby — See Humor

Roscoe Drummond — Famous writer has inside sources for big political stories and Washington news. 3

Lt. Gen. Ira C. Eaker — National security affairs column by knowledgeable military leader. 1

M. Stanton Evans—Senior editor of the Indianapolis News speaks out with forthright conservative opinions. 3

Jim Fiebig — Short, sophisticated column of wit, poignancy and warmth. 3

Clayton Fritchey — Newsday's Washington columnist writes in liberal tradition of onetime associate, Adlai Stevenson. 3

Ernest B. (Pat) Furgurson — Baltimore Sun columnist reports from Washington scene, but also covers modern Americana. 3

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Paul Harvey — One of America's most popular columnists reports on the world scene. 3

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Jim Murray Column — The nation's top sports columnist has tremendous sense of humor and irreverence. 5

Bowling at Its Best by Dick Weber — Panel in two-column format presents how-to-do-it bowling information. 1

Ladies Day — See Cartoons and Panels

Little Sport — See Comic Strips

Power and Sail by Almon Lockabey — Report on all types of boating by a top Los Angeles Times yachting writer. 1

Sportsman's Digest by Hal Sharp — All phases of camping and outdoor life are covered in this one-column panel. 6

Tenpin Tips by Frank Clause — Short text with one-column art, this bowling panel brightens sports page. 6

TRAVEL

WEEKLY FREQUENCY

Jane Morse — Newsday's Penny-Wise Traveler scouts out world-wide bargains, plus money-saving ideas in weekly column with art. 1

WOMEN'S PAGES

A Day of Love—Lois Wyse, world's best-known writer of modern love lyrics, produces illustrated one-column poetry panel. 5

Clotheslines by Marylou — A new kind of direct, honest question-and-answer approach to solve readers' clothes problems. 1

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How You Can Be More Successful—d/w-500-1000-mim—Dr. Whitt N. Schultz ..... KNF
How's Business?—w-300-mim—Babson Staff ..... BAB
Idea Chaser—dexS-1c2½"-mat-orp—Jerry Langell ..... AF
In The Public Interest—w-700/800-ps-mim—Ralph Nader ..... NRF
Inflation Beaters—w-600-mim—Hal Ball ..... RPS
Insurance Adviser—w-300-xerox-mail—Saul Sokol ..... DF
Insurance For Consumers—d-500-xerox-mail—Dave Goodwin ..... GOO
Intelligrams—w/cont-2,000-man-orp—Staff ..... WWI
International Fisheries Market News—w/cont-3000-orp—Staff ..... WWI
Investor's Guide—6tw-Lc-orp—Sam Shulsky ..... KFS
It's Your Money—tw-400-mim-ocr-mail—Wendell Colton ..... GFC
Jane Bryant Quinn—3tw-mim-orp-mail—Jane Bryant Quinn ..... WPW
Janeway Economic Service—4tw-700-ocr—Eliot Janeway CTN
Jest For Laffs—dex.S-1c2¼"/2c4¼"-orp-mat—Audie Bransford ..... CEN
Landmark Decisions—d/w-500-man—Martin J. Ross .. LAW
Latinoamerican News—w-1200-orp-ill-mail—Omar Poblete ..... AMU
Law Briefs For Business—d/w-500-man—Martin J. Ross ..... LAW
Legal Aid—d/w-500-man—Martin J. Ross ..... LAW
Legal Briefs—w-2c-orp—Gus Wood ..... MGN
Legal Briefs—tw-200-xerox—Prof. John Ritter and Atty. Paul Levine ..... LEG
Legal Laffs—w-2c5"-orp-mat—Rube Weiss ..... BLA
Legal Laglet Corner—w-400-mim—Bowen Hosford, J. D. ..... MAB
Letters From Dad—d/w-500-man—Martin J. Ross .. LAW
Listen Bess—2tw-500-ocr-mim-orp—Bess Myerson .. CTN
London Economist News Service—5tw-var-orp-tape-ocr-ill—Economist of London ..... NEA
Managing Your Family's Money—2tw-500-ocr—Merle Dowd ..... RTS
Mind Your Money—2tw-Lc—Peter Weaver ..... KFS
Money In Your Pocket—3tw-600-ocr—Martha Patton . CTN
Money Matters—5tw-500-xerox—Dave Goodwin ..... GOO
Money Matters—w-500-mim-orp-ocr—Carl Ritter .... CNS
Money Savers—d/w-500-Xerox—Bob Powers ..... CRE
More For Your Money—w-900-mim—L. Gaulton .. WWS
Mutual Funds—w-800-mim-ocr-orp-Lc-mail-wire-tts-tel—Don G. Campbell ..... UFS
My Success Story—w-500/1000-orp—Various Authors BPS
New Product Roundup—m-1000-mim-lgp—Staff ..... ICS
Newsfeatures—d-var-orp-ill-ilm-tape-ocr—Staff ..... NEA
Of Crime and Punishment—w-900-mim-ocr-orp-Lc-mail-wire-tts-tel—Milton G. Rector ..... NANA
Open House—w-500-mim-orp-ocr—James Woodward .. CNS
People and Problems—d/w-500-man—Martin J. Ross .. LAW
Promising Patents and Products—w-2c/3c-ill-orp—Staff ..... LUI
Public Contracts—d-500-mim—Porter Williamson ... MSC
Reader's Courtroom—dexS-300-mim-ocr-mail—Henry Rothblatt ..... GEC
Real Estate & Construction Digest—m-var-mim ..... ICS
Realty Investor, The—w-500/600-xerox—Gordon G. Heady ..... NAT
Rights & Wrongs—w-500-mim—Sol Glushak ..... ITP
Small Business Review—w-500-mim—Staff ..... ICS
Smart Chart—dexS-1c3"-mat-orp-mail—Herb Stansbury ..... LAT
Spare-Time Income—w-500-Lc—Harold Pallatz ..... IDE
Speaking Dollar-Wise—tw-500-mim-ocr-mail—Robert Rosefsky ..... LAT
Speaking Out On Credit—S-2c9"-man-mail—R. Dale Painter ..... PAI
Stock Of The Week—w-600-mim—Electronic Evaluator CTN
Stoker The Broker—dex.S-1c4"-mat-orp—Henry Boltinoff ..... WSS
Successful Investing—5tw-200-mim-mail—Roger Spear GFC
Sunday Stock Market Chart (long term trend)—S-orp-ill-3c6"-350-mim—Charles E. Carden ..... STO
Test Yourself—d/w-500/750-orp-ill—Jane Sherrod Singer BPS
The Business of Writing—w-500-xerox-mail—Victor A. Levine ..... SYN
The Carden Report—S-350-mim-ill—Charles E. Carden STO
The Human Side of Investing—w-600-mim—G. L. Ludeke ..... BEL
The Law Brief—d/w-50/100-man—Martin J. Ross ... LAW
The Law Letter—d/w-500-man—Martin J. Ross .. LAW
The Legal Way—w-500-mim-orp-ocr—Edward J. Demson CNS
The Market Day By Day (short term trend)—d-5tw-orp—Chart by Carden ..... STO
The Money Tree—tw-600-mim—Milton Moscowitz ..... CHR
The World of Real Estate—w-650-mim-ocr-mail—Howard L. Shouting ..... RER
Ticker Topics—w-500-mim—Ed Nassauer ..... ICS
Trade Winds—6tw-800-mim-ocr-orp-Lc-mail-wire-tts-tel—Lou Schneider ..... NANA
Trials & Tribulations—tw-300-mim ..... AD
Wall Street Chatter—5tw-450-tt—Staff ..... UPI
Wall Street Report—w-800-mim—Philip Greer .... LTWP
What's The Law—6tw-400-mim-ocr-orp-mail-Lc-tts-tel—Jack Strauss ..... UFS
Women's Wear Daily Service—5tw-mail-lgp ..... FA
You And Your Money—w-500-mim-orp-ocr—Judith Rhoades ..... CNS
You Can Profit From A Monetary Crisis—Harry Browne ..... NNS
Your Human Life Value—lnd-500-man—Various Authors ..... JBF
Your Medicare—w-500-mim—Eugene Miller ..... MLN
Your Money—5tw-500-mim—Ray Magladry ..... TSS
Your Money's Worth—5tw-600-ocr—Sylvia Porter .. PHS

8—CARTOONS AND PANELS

Abe Martin—dexS-1c3"-35 words-mim-mat-orp-ill Kim Hubbard ..... NNS
Ad Libs—dexS-1c3"-mat-orp-mail—Larry Hurb & Joe Daley ..... GFC
Adam's World—3tw-2c5"-orp-mat—Wayne Phillips .. CF
Alumnae—dexS-2c3"-orp-mat—Mary Gauerke ..... RTS
Amy—dexS-2c3"-mat-orp—Jack Tippit ..... RTS
Andy Capp—S-3c4"-orp—Reg. Smythe ..... MIL
Animalogic—dexS-1c4"-mat-orp-mail—Ed Nofziger .. LAT
Arnie—w-ps-orp-ill—Arne Stockholm ..... BPS
Around Town—w-2c5"-mat-orp—Rube Weiss ..... BLA
Art's Gallery—dex.S-2c6"-orp—Art Finley ..... CHR
As You Were—dexS-2c5"-orp-mat—Jim Baker ..... PIO
Avolitanis—dS-panel-orp—George Manos ..... MCF
Banking Cartoons Package—2ty-1c/2c-var-orp—Various Cartoonists ..... MAG
Berry's World—d-2c5¾"-orp-mat; S-tps-qps-hpt-orp-mat—Jim Berry ..... NEA
Best Cartoons From Europe—d/w-var-orp—Various Artists ..... BPS
Better Half Daily—d-2c3"-mat-orp—Ruth Barnes ... RTS
Betty Botch—w-2c5"-orp-mat—Mel Millar ..... AND
Big George—d-2c-orp-mat; S-tps-hps-orp-mat—Virgil Partch ..... PHS
Bigg's Business—dexS-1c2¼"-2c4¼"-orp-mat—Bob Zahn ..... CEN
Bob Botch—w-2c5"-orp-mat—Mel Millar ..... AND
Boy and Girl—dexS-2c2"-mat-orp-mail—John Rousou GFC
Brother Juniper—d-2c-orp-mat—Fred McCarthy .... PHS
Bubblegummers—d-1c3½"-orp-mat—Jeff & Carol Wakefield ..... TTS
Car Crazy—w-var-orp-ill—Bilko ..... BPS
Caricature Service—sw-1c2½"/½c1¼"-mat-orp-mail—Dick Wright ..... LAT
Carmichael—dexS-1c5"-mat-orp-mail—Dave Eastman . LAT
Carnival—d-2c5¼"-orp-mat; S-hps-tps-pt-hpt-mat-orp—Dick Turner ..... NEA
Channel Chuckles Daily—dexS-1c4"-mat-orp—Bill Keane RTS
Chateau & Briand—w-1c10"/2c4"/4c2"-lgp—Spadea SPS
Children's Letters—d-1c-2c-mat-orp—Stuart Hample KFS
Christmas Cartoons Package—an-1c/2c-var-orp—Various Cartoonists ..... MAG
Church Chuckles—w-2c-orp-mat—Charles Cartwright SM
Church Chuckles—w-2c4½"-orp—Chas. Cartwright .. CAR
Church Humor—S-1c+2c-orp-mat—Leo Canavan ..... CTN
Citizen Smith Daily—dexS-2c3"-orp-mat—Dave Gerard RTS
Consumers' Dilemma—w-var-xerox-mail—Samuel P. Levine ..... LEV
Country Parson—dexS-1c4"-mat-orp—Frank Clark .. RTS
Crazy Capers—d-1c3"-mat-orp—Various cartoonists .. MIL
Dennis the Menace—d-2c-mat-orp; S-pt-hpt-tps-gph-mat-orp—Hank Ketcham ..... PHS
Digest of Books—m-pt-orp/book form—Various authors . BPS
Dinah Mite—w-1c3"-mat-orp—Joe E. Buresch ..... JEB
Doozies—w/S-1c2¾"/2c5½"-orp—Edmund J. Gross & Joe Roy Santoro ..... FEU
Double-Crossers—dexS-1c3"-mat-orp-mail—Bill Kresse & Adam DiPetto ..... LAT
Draw Your Own Conclusion—dexS-2c4"-orp-mat—Courtney Dunkel ..... WSS
Drawing Is Fun—w/S-ps-orp-ill—W. Trag ..... BPS
Dunagin's People—d-2c-orp-mat; S-tps-hpt-orp-mat—Ralph Dunagin ..... PHS
Editorial Cartoons—dS-3c6" mat-orp—Eugene Craig & Doc Goodwin ..... DF
Educational Cartoons Package—an-1c/2c-var-orp—Various Cartoonists ..... MAG
Elmer Stoon—w-2c4"-orp—Donald H. Knudsen ..... SIE
Emmy Lou—dS-2c4¼"-1c2"-hps-tps-pt-hpt-gps-orp-mat—Marty Links ..... UFS
Family Circus Daily—d-2c3"-3c6"-orp-mat—Bil Keane RTS
Family Circus Weekend—S-4c5"-orp—Bil Keane .... RTS
Farris Wheel—w-varies-orp-ill—Farris ..... BPS
Fletcher, The 4-H'r—w-1c3"-mat-orp—Joe E. Buresch ..... JEB
Foreign Strips—d/w-varies-orp-ill—Various authors .... BPS
Fortune Kookies—d-1c3"-mat-orp—Charles Glass ..... CTN
Foster Fenwick—dexS-2c4"-orp-mat—Mal Hancock .. WSS
Frustration—d-1c2½"-orp—Ray Hanson ..... RTS
Funny Business—dexS-2c1¾"-1c3½"-mat-orp—Roger Bollen ..... NEA
Funsters, The—dexS-1c2¾"-mat-orp—John Broudhecker AF
Garth—d-1c5"-orp—Frank Bellemy ..... ITP
***Ginger**—dexS-2c3⅛"-orp-mat—Orla Getterman ..... UFS
Golden Age—3tw-2⅛x3"-mat-orp—Robert Hoover ... DF
***Good Old Days Antique Fairs**—S-5c9½"/4c7½"-tps-hpt-orp-mat—Erwin L. Hess ..... UFS
Graffiti—dexS-1c3¼"-orp-mat ..... MCN
Grin & Bear It—d-2c-3c-mat-orp; S-sph-gph-hps-tps-hpt-orp-mat—George Lichty ..... PHS
Gulliver's/Innocence Abroad—w-2c4"/1c2"-orp-mat—Mary Gauerke ..... WSS
Have Fun!—w-1c10"-mat-orp—Lee Bryan ..... BLA
Hazel—d-2c-mat-orp—Ted Key ..... KFS
***Health Capsules**—dexS-1c3¾"-orp-mat—M. Petti, M.D. ..... UFS
Heathcliff—dexS-2c4⅛"-orp-mats—George Gately .... MCN
Holidays Cartoons Package—an-1c/2c-var-orp—Various Cartoonists ..... MAG
Hollywood Hoopla's Greeting-Cards—5tw-2c-mat-orp—Russell Myers ..... CTN
Honeydew—dexS-1c3"-orp-mat—Henry Gaines Goodman, Jr. ..... GOJ
Hospital Quips—w-2c5"-mat-orp—Rube Weiss ..... BLA
How To Take The Fun Out of Driving—w-var-orp—Dick Harris ..... HAA
***Hubert**—d-2c-4c; S-tps-hpt-mat-orp—Dick Wingert KFS
Humerous Cartoon—w-2c-orp—Boyd & Wood ..... MGN
Hutch At Random—w-2c5"-orp-mat—Hutch ..... AND
Idea Chaser—dexS-1c2½"-mat-orp—Jerry Langell ..... AF
Industrial Cartoons Package—2ty-1c/2c-var-orp—Various Cartoonists ..... MAG
It's A Laugh!—w-2c5"-orp-mat—Rube Weiss ..... BLA
Jack Knife and T. Spoon—dexS-2x7¾"-orp-mat—Sarge O'Neill ..... SOU
Jest for Laffs—dexS-1c2¼"/2c4¼"-orp-mat—Audie Bransford ..... CEN
Johnny Wonder—S-hps-tps-pt-orp-mat—Dick Rogers ... NEA
Johnny Wonder—d-4c3"/2c6⅛"-orp-mat—Dick Rogers . EF
Josh 'Billings Sez'—w-2c5"/1c4"-orp-mat—Rube Weiss BLA
Just For You—w/S-ps-orp-ill—Earl Engleman ..... BPS
Ladies Day—dexS-1c3"-mat-orp-mail—John Rousou .. GFC
Laff of the Week—w-2c-orp-mat—Various Cartoonists MIL
Laff of the Week—w-2c4½"-orp-mat—Staff ..... CSP
Laff-A-Day—d-1c-2c-mat-orp ..... KFS
Land Of The Midnight Fun—dexS-4x5"-orp-mat—Sarge O'Neill ..... SOU
Lansky's Look—dexS-1c/2c-mat—Basil ..... UNP
Larry's World—d/wS-varies-orp-ill—Larry ..... BPS
Laugh It Off—d-1c-mat-orp—Syd Hoff ..... KFS
Laugh Time—d-2c-mat-orp—Bob Schroeter ..... KFS
Laughing Matter—d-2c-mat—Salo ..... CTN
Laughs From Europe—dex.S-2c4½"-mat-orp—Various Artists ..... RTS
Legal Laffs—w-2c5"-orp-mat—Rube Weiss ..... BLA
Life In The Suburbs—w-2c/3c-mat-orp—Al Smith .. SM
Life's Like That—dexS-1c2"-2c4½"-orp-mat—Fred Neher ..... UFS
Li'l Ones—d-1c2"-mat-orp-mail—Jim Whiting ..... GFC
Lippy The Yippy—dex.S-2x7¾"-orp-mat—Sarge O'Neill ..... SOU
Live n' Laff—w-2c5"-mat-orp—Rube Weiss ..... BLA
Lonely Heart—w-1c3"-mat-orp—Here Ficklen..... AVA
Love Is—(d-1c3"-mat-orp) (S-4color hps/tps pt/hpt-mat-orp-mail—Kim Grove ..... LAT
Lumpits—dexS-1c2"-orp-mat—Mal Hancock ..... WSS
Marmaduke—d-2c5"-mat-orp;S-tps-qps-mat-orp—Brad Anderson ..... NNS
MD—w-1c2"-orp—James Whatley ..... ITP
Medical Cartoons Package—2ty-1c/2c-var-orp—Various Cartoonists ..... MAG
Mimi—dexS-1c3"/2c5"-mat-orp—Mary Dorman..... NNS
Mostly Male—S-pt-hps-tps-mat-orp—Doc Goodwin .... DP
Mr. Tweedy—dexS-2c4½"-mat-orp-mail—Ned Riddle . GFC
Naturebug—S-tps-hps-mat-orp—John Hazlett and Edward S. Thomas ..... DF
Notes On The News—dexS-1c2¾"-orp-mat—Charles D. Pearson ..... PEA
Nothing But The Truth—w-2c-orp-mat—Russ Arnold . SM
Off the Record Daily—d-2c4½"-mat-orp—Ed Reed.... RTS
Office Hours—d-2c-mat-orp—Cy Olson ..... KFS
Our Boarding House—d-2c3¾"-orp-mat; S-hps-tps-pt-hpt-orp-mat—Les Carroll & Tom McCormick ..... NEA
Our Parish—w-orp ..... NCF
Our Door Mini-Tips—w-1c3"-mat-orp—Joe E. Buresch .. JEB
Out Of Orbit—w-1c3"-mat-orp—Here Ficklen ..... AVA
Out Our Way—d-2c2¾"-mat-orp; Negley Cochran; S-hps-tps-pt-hpt-mat-orp—Ed Sullivan ..... NEA
Outdoor Mini-Tips—w-1c3"-mat-orp—Joe E. Buresch ..... JEB
Outdoors Cartoons Package—4ty-2c-var-orp—Various Cartoonists ..... MAG
Pee Wee—d-2c5½"-mat-orp—Jerry Iger ..... PF
Penny Thoughts—dex.S-1c3"-mat-orp—Michael Fortuna & Jackie Spears ..... AF
Peter Panic—w/S-ps-orp-ill—Lo Linkert ..... BPS
Petunia—dexS-1c3"-mat-orp—Bishop Bracken ..... WSS
Philip's Flock—S-4c2"-mat-orp—Doc Goodwin ..... DF
Pick of Punch—dexS-2x4"-orp-mat-mail Punch Magazine Contributors ..... LAT
Pistachios—d-4c2⅛"-mat-orp—Frank Sematones ..... SEM
Pistachios—d-ps-orp-ill—Sematones ..... BPS
***Pixies**—d-1c2⅝"-orp-mat—Jack Wohl ..... UFS
***Ponytail**—d-2c; S-tps-hpt-mat-orp—Lee Holley ..... KFS
Pun-Kins—w-2c5"-orp-mat—Pat Anderson ..... AND
Quarterly Cartoon Humor Service—qt-36 cartoons (1c/2c) various depths-orp-mat—Various artists ..... GF
Queenie—d-1c-2c-mat-orp—Phil Interlandi ..... KFS
Religious Cartoons Package—2ty-1c/2c-var-orp-various cartoonists ..... MAG
Retirement Is . . .—dexS-1C3¼"-mat-orp—Eugene Carr ..... NNS
Rev. Tweedle, D.D.—W-2c4½"-orp—Chas. Cartwright CAR
***Ripley's Believe It Or Not!**—d-2c; S-tps-hpt-gph-mat-orp ..... KFS
Scramlets—dS-2c4¾"-orp-mats—Clay Pollan ..... MCN
Shanghai Lil—dex.S-2x7¾"-orp-mat—Sarge O'Neill .. SOU
Shredded Wit—5tw-1c3"-mim-mail—Nonnie Coan .... COA
Short Short Stories—d-1c2¾"-orp-mat—Art Gates ..... GF
Show Biz—w-2c5"-mat-orp—Flash Fairfield ..... EF
Side Glances—dexS-2c5"-orp-mat—Gill Fox ..... NEA
Sign-O-Rama—5tw-2c4"-1c3¼"-mat-orp—M. W. Martin ..... MAR
Small Fry Diary—dexS-1c3"-mim-mail—Nonnee Coan COA
Smart Chart—dexS-1c3"-mat-orp-mail—Herb Stansbury LAT
Smidgens—d-4c7"-mat-orp—Robert Cordray ..... NNS

CLASSIFICATIONS OF FEATURES

Smiling Out Loud—dexS-4x5"-orp-mat—Sarge O'Neill SOU
Speck—w-orp NCF
Sports Cartoon—sw-var-orp-mat—Murray Olderman NEA
Sportspot—3tw-2c2"-orp—Leo White STT
Spurgeon—dexS-2c3½"-orp—Al Johns UFS
Stampede—w-2c6"-orp-mail—Jerry Palen KSF
Star Gazer—dS-2c4½"-orp-mat—Clay Pollan MCN
Still Life—d-1c-2c-mat-orp—Jerry Robinson CTN
Stoker The Broker—dexS-1c4"-orp-mat—Henry Boltinoff WSS
Strictly Business—dexS-1c-2c-orp-mat—Dale McFeatters PHS
Sunday Laughs—w-ps-orp-ill—Paul Swede BPS
The Barnyard Gate—dexS-4x5"-orp-mat—Sarge O'Neill SOU
The Bosleys—w-5c9½"-4c7½"-tps-hpt-orp-mat—John Stees UFS
The Cartoon Bug—w-4c-mat-orp CTN
The Cartoon Quarterly—4ty-1c/2c-var-orp-various cartoonists MAG
The Girls—d-1c/2c-orp-mat—Franklin Folger PHS
The Home Team—w-2c3¾"-orp-mat—Cliff Wirth CEF
The Kids—w-1c3"-mat-orp—Joe E. Buresh JEB
***The Little Woman**—d-1c/2c; S-tps-hpt-mat-orp—Don Tobin KFS
***The Lockhorns**—d-2c; S-tps-hpt-mat-orp—William P. Hoest KFS
The New Neighbors—6tw-2c-mat-orp—Bob Bugg CTN
The Now Society—(w-3c5"-mat-orp) (5tw-2c5"-mat-orp)—William Hamilton CHR
The Pet Set—d-2c4⅝"-orp—Doug & Jean Borgstedt BOR
The Pilgrims—w-3c-orp—Kirk Leahrs & Stephen Graham NCF
***There Oughta Be A Law**—dS-3c3¾"-orp-mat; hps-tps-qps-hpt-orp-mat—Warren Whipple UFS
***They'll Do It Every Time**—d-2c; S-hps-tps-pt; mat-orp—Bob Dunn & Al Scaduto KFS
This Funny World—dexS-2c4⅛"-orp-mat-various cartoonists MCN
This Is Sport—w-1c/2c-mat-orp—Court Alderson SM
Thornsby—dexS-2c5"-mat-orp—Fred McLaren NNS
Thoughts of Man—d-1c3"-mat-orp—William Summers & Jim Ivey CTN
Tickle Box—dexS-2c4"-orp—Ted Trogdon HUH
Time Out—d-1c-2c-orp-mat—Jeff Keate PHS
Today's World—dexS-1c3⅛"-mat-orp—David Brown BRO
Trim's Arena—dexS-2c-mat—Hal Trim UNP
***Trudy**—d-2c; S-tps-hpt-mat-orp—Jerry Marcus KFS
Truth—w/S-ps-orp-ill—Paul Swan BPS
TV Laffs—dexS-1c2½"-orp-mat—Cliff Rogerson UFS
TV Tee-Hees—d-1c2½"-mat-orp-mail—Henry Scarpelli GFC
Walk On—6tw-2c-mat-orp—Mel Williamson & George Ford CTN
Weatherette—d-1c2"-mat-orp—Ted Martin ARG
Webster Classics—w-2c-mat-orp—H. T. Webster SM
Wee Whimsy—dexS-1c3½;-mat-orp—Doug Sneyd TSS
Wee Women—d-1c1½"-mat-orp-mail—Jim Whiting GFC
Why We Say—dexS-1c3"-mat-orp-mail—Bob Morgan and Pete Hoffman GFC
Wonderword—dS-(d-2c) (S-tps-hpt)-mat-orp—Jo Ouellet CTN
Woody's World—dexS-2c5"-mat-orp—John Holm NNS
Word-A-Day—d-1c-orp-mat—Micky Bach PHS
Wordplay—d-1c-mat-orp—Max Brandel KFS
Ziggy Daily—dexS-2c4"-mat—Tom Wilson UNP
Ziggy Sunday—S-hps/tps/qps/hpt-mat—Tom Wilson UNP
Zody—dexS-1c3"-orp-mat—Mary Myers UFS

9—CHESS-CHECKERS-BACKGAMMON

Backgammon—w-606-mim-ill—Paul Magriel CF
Chess—w-2c10"-igp—J. A. Livingston SPS
Chess Column—tw-400-orp—Robert Byrne NYT
Chess Column—w-mim-ill—Shelby Lyman EF
Chess-Master—w-300-1c3"-ill-mat-orp—George Koltanowski GG
Chess Time—w-600-mim-orp-ocr—Joseph Mill Brown CNS
Christian Science Monitor News & Photo Service—5tw-var-igp-ocr RTS
The London Sunday Times Service—w-mim-igp KFS

10—CHILDREN

A Child Learns to Swim—sea-2c6"-orp-mat—Staff TSS
Amanda Panda—d-4c2⅛"-mat-orp; S-hps-tps-pt-mat-orp—Marcia Course & Jack Millie NEA

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Celebrities Speak—w-qpt-orp-ill-misc authors OPS
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For Parents Only—w-2c8"-orp—Dr. Darryl and Joyce Lawrence SUB
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Games & Puzzles—w-qpt-orp-ill-misc authors OPS
Growth, Conflict and Hangups—2tw-500-orp—Saul Kapel, M.D. CTN
Johnny Wonder—S-hps-tps-pt-orp-mat—Dick Rogers NEA
Johnny Wonder—d-4c3"/2c6½"-orp-mat—Dick Rogers EF
Junior Editors—dexS-100-mat-orp—Joe Cunningham APN
Junior Jumble—S-3c-orp-mat—Bob Lee & Henri Arnold CTN
Junior Whirl—S-tps-hpt-color-ill—Hal Kaufman KFS
Just For You—w/S-ps-orp-ill—Earl Engleman BPS
Let's Make—w- 2c4"-orp—Ben Corey HAR
Little People's Puzzle—dS-(d-2c5½") (S-2c5½")-orp-mat—Leo White UFS
Newsfeatures—d-var-orp-ill-ilm-tape-ocr—Staff NEA
Our Children—w-600-mim-orp-ocr—Dr. Willard Abraham CNS
Parents and Children—3tw-300-ill-mim-mat-orp Arnold Arnold NNS
Peter Panic—w/S-ps-orp-ill—Lo Linkert BPS
Points For Parents—dexS-2c4"-mat-orp—Mary Bryson RTS
Raising Children In A Difficult Time—cont-10 parts-mim—Dr. Benjamin Spock CF
Recipes For Fun—w-3c8¼"-ill-orp—Parents as Resource RTS
Science For Juniors—d-250-man-mim—Ronald E. Hestand, Ph.D. HUM
Sunday Laughs—w-ps-orp-ill—Paul Swede BPS
The Cartoon Bug—w-4c-mat-orp CTN
The Coin Box—w-500-mim-orp-ocr—Gary Palmer CNS
The Mini-Page—w-2pgs tabloid-orp-mat—Betty Debnam MSCF
The Tiny Times—w-4pt-orp-mat—Brint Schorer Jr. TIN
Today's Parent—S-500-mim—Barbara W. Wyden NYT
Truth—w/S-ps-orp-ill—Paul Swan BPS
Uncle Ray's Column—dexS-400-ilm-ocr—Ramon Coffman PHS
Young and Healthy—3tw-600-mim-ocr—Dr. Frank Falkner CTN
Young Hobby Club—dexS-250-ilm-ocr—Cappy Dick PHS
Young Readers Nature Series—S-hps-tps-mats (color)—Time/Life Books SPS
Your Child's Development—2tw-500-ocr-mim—Dr. Ronald Parker NNS

11—COLUMNS

A Changing World—w-700-mim-orp-ocr—John Pinkerman CNS
A Conservative View—3tw-750-mim—James J. Kilpatrick WSS
A Day of Love—5tw-1c5"orp-mat-mail—Lois Wyse LAT
A Good Book To Read—d/w-500-man—Martin J. Ross LAW
A Time To Live—S-ocr—Bob Walton UNP
A Visit With the Stars—w-var-igp—Staff WIP
A Young View of Washington—w-500/2c6"/var-orp-mail—Ron Hendron CPS
About Your Home—1c6½"-orp—Lillian Hughes EDC
A Word Edgewise . . . 3tw-Lc—John P. Roche KFS
About Antiques—w-250-2c7" (varies)-ilm-mim-orp—Ivor & Laurette Brown BRO
About Real Estate—w-800-ocr—Don Campbell RTS
According To Guinness—dexS-ocr—Norris and Ross McWhirter UNP
Adam's Rib—tw-400/500-xerox—Eve Aathens CEN
Affairs of State—d-500-mim-mail—Staff CAP
After A Fashion—3tw-900-mim-ocr-ill-orp-Lc-mail-wire-tts-tel—Marian Christy UFS
Airhawk—w/d-spv-orp-ill—B. Foley BPS
Alice Widener—12tm-600-mim—Alice Widener USA
All About Antiques—w-600-mail-mim-Lc-orp-ocr-ill-wire-tts-tel—Anita Gold UFS
All You Got To Do Is Ask—2tw-orp-tape-ocr—Murray Olderman NEA
Along The Dance Trail—fn-500-orp-mim-various authors BA
Alvarez & Welch Medical Clinic—4tw-750-ocr—Dr. Walter Alvarez & Dr. William Welch RTS
Amicus Speaks On Life & Living—d-500-man-mim—Amicus Humanus HUM
Amy Vanderbilt's Etiquette—6tw-500-mim-ocr-mail—Amy Vanderbilt LAT
An Americanist Viewpoint—w-350-orp—Grace Hamilton AMW
An Editor's Outlook—w-750-mim-ocr-mail—Jenkin Lloyd Jones GFC
Animail—S-500-mim-ill-ocr—Cleveland Amory CTN
Ann Lander's Column—dS-750-orp-ocr—Ann Landers PHS
Another Look—sw-500-mim-ocr-mail—Robert Yoakum LAT
Antique Wise—w-600-min-igp—Dorothy Hammond CF
Antiques—w-350/450-mim-igp-mail—Olive E. Allen DHJ
Antiques In America—w-var-orp-igp-mat—Harry Baker TPJ
Antiques & Stuff—w-500-ill-mim-igp-mim-orp—Anne Gilbert NNS
Apartment Modes—w-500-mim-orp-ocr—Adele Faulkner CNS
Army Funnies—occ-var-man—Buddy Basch BAS
Arnold Palmer Method—2tw-2c6"-ill-mat-orp—Arnold Palmer NNS
Around The World—w-600-man—Sidney Ascher ASC
Art Buchwald Column—tw-500-mim-ocr-mail—Art Buchwald LAT
Asia Memo—w-700-mim-orp-ocr—Edward Neilan CNS
Ask Anybody . . . Anything—w-600-mim-ocr-orp-Lc-mail-wire-tts-tel—Martin Levin NANA
Ask Aunt Madge—dS-100-xerox-orp-mail—Madge Saksena ASK
Ask Beth—tw-350-mim-ocr-mail—Beth Winship LAT
Ask Dick Kleiner—2-orp-tape-ocr—Dick Kleiner NEA
Ask Dr. Bicycle—w-500-mim-ocr—Stanley D. Chess CTN
Ask Ellen & Al—d/w-var-man-igp-xerox-mail—Ellen & Al Pollens POG
Ask Jennifer—2tw-600-mim-ill-ocr—Jennifer Anderson CTN
Ask The Stars—w-2c8"-xerox—Charles Petzold PET
Assignment: America—3tw-Lc—Phyllis Battelle KFS
Astro*Graph—dS-1c12"/2C6"/3C4"/4C3"-orp-ill—Bernice Beda Osol EF
Astro-Guide—7tw-2c5"-mat-orp—Ceean CTN
Astrology-Today—w-500-orp—J. Naylor BPS
Astrology Today—w-500-orp—Sybil Leek BPS
At Wit's End—w-400-mim—Erma Bombeck MIL
At Your Own Risk—w-500 GAZ
Audio Equipment—w-500-mim—Barney Glazer TCN
Backgammon—w-600-mim-ill—Paul Magriel CF
Bark Back—dS-400/500-xerox—Dahna & Damon CEN
Barney Glazer In Hollywood—d-500-mim—Barney Glazer TCN
Barron World—dex. sat.-qpt-mail—Jeffrey Barron TOP
Barney's Blarney—d-200-mim—Barney Glazer TCN
Basch's Flasches—w-var-man—Buddy Basch BAS
Be Your Own Sherlock Holmes—w-500/750-mim—Jane Sherrod BPS
Beard On Food—w-750-mim—James Beard WSS
Beauty And The Beast—tw-500-mim—Count Marco CHR
Beauty Tips from Hollywood—w-500-orp-various show business personalities BPS
Before You Buy—S-900-mim-ocr-orp-Lc-mail-wire-tts-tel—Margaret Dana UFS
Behavior Behind The News—w-500/600-xerox—S. V. Didato, Ph.D. DID
Behavior & Business—w-600/700-xerox—S. V. Didato, Ph.D. DID
Behavior Column—w-650-mim—Bill Cromie ESN
Behind The Current Events—occ-cont-mim-var INM
Behind The Seams—w-2c10"-orp—Peggy Bendel SUB
Berkow Column—2tw-orp-ill-ilm-tape-ocr—Ira Berkow NEA
Bernstein on Words—tw-250-mim—Theodore M. Bernstein NYT
Best of Press—w-1c7"-orp—Lillian Hughes EDC
Between Us—w-ill-Lc—Dr. Alice Ginott KFS
Between You & Me—w-800-mim—Boris Smolar JTA
Billy Casper Says—3tw-2c6"-mat-ill-orp—Billy Casper NNS
Bill Smiley—w-600-orp—Bill Smiley ARG
Birthday Quiz—dexS/w-300-xerox—Gordon B. Greb NEF
Bishop Sheen—w-800-mim—Fulton J. Sheen WSS
Boating—w-350-ill-mim-mat-ocr-ilm-orp—Stan Davies NNS
Bob Sledd—dexS-200/250-xerox—Bob Sledd CEN
Book Reviews—S-250-min-xerox—Ernest Cady DF
Books Reviews—w-500-mim—Barney Glazer TCN
Books-of-the-Week—w-750-mim—John Austin/various HIS
Bowling Tips—4tw-50-ocr-ilm-orp-mim—Don Carter & Marion Ladewig NNS
Bradshaw On Gardening—w-600-mim—John Bradshaw SUN
Brain Teazers—w-qpt-orp—Ali Hachel ORP
Broadway—w-500-orp—Jack Gaver UPI
Broadway Karikatures—w-1c5"-mim-ill—Joe Kaliff AMF
Broadway Vignettes—w-2c5"-xerox—Marcia Michels AMF
Business of Writing—w-500-xerox—Vic Levine SYN
Buyers Billboard—w-450-orp—Michael J. Conlon UPI
By George!—6tw-150-mim-ocr-orp-Lc-mail-wire-tts-tel—John Keasler UFS
By No Means Neutral—tw-500-mim-ocr-mail—Ernest B. Furgurson LAT
Call Me Ms.—w-600-mim-orp-ocr—Audrey Gelles CNS
Camping Family Style—w-2c11"-orp—Chuck & Edythe Adams SUB
Campus Opinion—w-500-mim—Daniel C. Beggs & Karl M. Steene NNS
Capital Fare—dex.sst.S-600-mim—Andrew Tully MCN
Capital Stuff—5tw-500-orp—Jerry Greene, Jim Wieghart, Paul Healy, Jerome Cahill CTN
Car Crazy—w-var-orp-ill—Biko BPS
Career Corner—3tw-600-orp—Joyce Lain Kennedy MCN
Carroll Righter Horoscope—7xwk-700-orp—Carroll Righter MCN
Cassini Carousel—w-600-mim—Igor Cassini & Liz Smith CF
Cecil Smith Television Column—tw-400-mim-ocr-mail—Cecil Smith LAT
Celebritee-Hees—w-var-man—Buddy Basch BAS
Celebrities Speak—w-qpt-orp-ill-misc. cartoons OPS
Celebrity Parade—w-2c8"-orp—Cathy Post Field SUB
Celebrity Cookbook—w-800-mim-igp-ocr—Johna Blinn CTN
Celebrity Interviews—occ-600-mim-igp-ocr-orp-Lc-mail-wire-tts-tel—Rebecca Morehouse WNS
Celebrity Scripts—sm-450-mim-orp-ocr—Joanne Romine CNS
Center Stage—w-400-mim-ocr—Joseph Thesken CNS
Centerpiece—S-2500-mim-various authors NYT
Champion Athlete—dS-250/300-xerox—Johnny Unitas & George Dintiman CEN
Chess Column—w-mim-ill—Shelby Lyman EF
Chess Master—w-300/1c3"-mim-ilm-orp—George Koltanowski GG

Chess Time—w-600-mim-orp-ocr—Joseph Mill Brown CNS
Child's Play—w-400-mim-orp-lgp-ocr—Geets Burqker & Polly Huntsinger ... CNS
Christian Science Monitor News & Photo Service—5tw-var-igp-ocr ... RTS
Classical Music—w-250-mim-orp-ocr—King Durkee .. CNS
Clyde Moore Says—dS-175-mim-xerox—Clyde Moore .. DF
Coin-Wise—w-500-ill-mim-lgp-ocr—Leon Lindheim ... NNS
Collector's Corner—w-2c4"-mail-orp-ill—Thomas A. Bateson ... UFS
College & University News Digest—cont-var-man-lgp—Staff ... ICS
Commentary on Current Topics in Song Parody Form PAR
Confessions of a War Baby—w-500/600-mim ... TAG
Congress Today—eod-qps-man—Lucy Gadlen ... NFS
Consumer Contact—sw-700-xerox—Arthur E. Rowse .. CNI
Consumer Fraud—Don't Be Cheated—w-500-mim—Joe Werner ... WER
Consumer's Question Box—w-900-mim-ocr-Lc-mail-wire-tts-tel—Margaret Dona ... UFS
Continental Diary—w-900-mim-ocr-orp-Lc-mail-wire-tts-tel—Noel Anthony ... NANA
Cooking Corner—w-500-orp-mim-lgp-ocr—Susan Delight CNS
Cooking With Rojas-Lombardi—w-750-mim—Rojas-Lombardi ... ASC
Cromley Global View—w-700-ocr-tape-orp—Ray Cromley ... NEA
Cromley Washington Column—3tw-700-orp-tape-ocr—Ray Cromley ... NEA
Crossroads Report—dexS-100-mim—D. E. Scott ... SCO
Curious Facts—5tw-500-mim-mail—Donald Whitacre. CFF
Curious Facts About Animals—Donald Whitacre ... CFF
Daffynitions—dexS-150-mim-ocr-mail—Paul Gilbert .. GFC
Daily Investor—5tw-750-mim-ocr-orp-Lc-mail-wire-tts-tel—Don G. Campbell ... UFS
Daily News Record Service—5tw-lgp-mail ... FA
Dateline:Detroit—w-600-mim-lgp—Don O'Reilly ... AU
Dateline: U.N.—w-750-min-ocr-orp-Lc-mail-wire-tts-tel—Louis Halasz ... NANA
Dateline Washington—w-600-min-orp—Washington Bureau Staffers ... CNS
Dear Abby—7tw-700-orp-ocr—Abigail Van Buren ... CTN
Dear Teddy, Wash, D.C.—tw-400-xerox—Theodore Roosevelt Ogden ... CEN
Decor Score—w-500-mim-orp-ocr—Barbara Hartung .. CNS
Denis Warner Column—occ-750-ocr—Denis Warner .. RTS
Design for People—S-500-mim-ocr-ill-orp-tts-mail-wire-tel—Emily Malino ... UFS
Designing Woman—3tw-700-mim-lgn-ocr—Barbara Taylor Bradford ... CTN
Dick Kleiner Hollywood—3tw-600-orp-tape-ocr-ilm—Dick Kleiner ... NEA
Did You Know?—w-2c5¾"orp-mat-ill— J. Jarvis ... CSP
Discussion—5tw-2c5"-xerox—Joe Kaliff ... AMF
D. J. R. Bruckner Column—w-700-mim-ocr-mail—D. J. R. Bruckner ... LAT
Do-It-Yourself—dS-sph-var-man-ill-lgp—Steve Ellingson UB
Dr. Max Rafferty Column—sw-400-mim-ocr-mail—Dr. Max Rafferty ... LAT
Dr. Leonard Reiffel Column—tw-350-mim-lgp-ocr-mail—Dr. Leonard Reiffel ... LAT
Doing The Right Thing—6tw-500-ocr—Elizabeth Post CTN
Don Maclean—6tw-750-mim-ocr-orp-Lc-mail-wire-tts-tel—Don Maclean ... UFS
Douglas Fisher Column—tw-600-mim—Douglas Fisher . SUN
Dramatikos—w-1500-orp—Nikki Courtney ... MCF
Driver's Seat—w-900-mim-ocr—Robert W. Irwin ... NANA
Drummond Column—tw-400-mim-ocr-mail—Roscoe Drummond ... LAT
Eat, Drink & Be Merry—w-600-mim-ocr-orp-Lc-mail-wire-tts-tel—Robert J. Misch ... WNS
Ecology Line—w-qps-man-mim—Ed Dunckelmann ... INF
Editor's Quote—w-1c1½"-orp-mat—Staff ... CSP
Education Notebook—w-700-mim-orp-ocr—Kenneth J. Rabben ... CNS
Entertainment Scene—d-500-mim—Barney Glazer ... TCN
Entertainment—ind-ps-man—Staff ... IMN
Entertainment Whirl—w-var-man—Buddy Busch ... BAS
Eyes On Tomorrow—5tw-500-mim-lgp—Philippa Ruth ... WOR
Fact-O-Rama—w-600-mim—M. W. Martin ... MAR
Family Finance—w-600-mim-ocr-orp-Lc-mail-tts-tel—Betty Yarmon ... WNS
Family Forum—w-2c9"-orp—Jacob C. Lish, J.D. and Dr. Marguerite S. Fogel ... SUB
Family Lib—2tw-350-orp-tape-ocr—Joanne & Lew Koch NEA
Family Travel—d/tw/w-600-xerox-mail—Betty Lowry ... CIT
Famous Recipes—w-250/750-orp-lgp-color—J. Sherrod BPS
Famous Short Stories—w-250/2000-orp—Various authors ... BPS
Fascinating Fabrics—w-500-mim—Frances Dietrich .. MCN
Fashion, Face and Figure—m-5000-mim-ocr-orp-Lc-wire-tts-tel-ill—Florence de Santis ... UFS
Feature Story—w-750/1000-mim—Bill Griffith ... GRF
Features—m-var-lgp—Ida Fried ... EPS
Federal Corner—S-600-orp—Roulhac Hamilton ... DF
Film Fare—5tw-500-mim-orp—Laurie Lee ... WOR
First Aid To The Ailing House—7tw-500-min-ocr—Roger C. Whitman ... UFS
Flea Market Finds—w-300-orp—Dan D'Imperio ... STT
Food and Youth Health—sw-350-mim-ocr-mail—Fredrick J. Stare, M.D. ... LAT
Food for Americans—4tw-500-orp-ill-tape-ocr—Aileen Claire ... NEA
Food For Thought—2tw-600-orp-ocr—Dr. Jean Mayer CTN
Footlights & Klieglights—w-800/1200-orp—Duarte de Martinau & others ... TWN
For Parents Only—w-2c8"-orp—Dr. Darryl and Joyce Lawrence ... SUB
For The Consumer—2tw-750-mim-ocr-orp-Lc-mail-wire-tts-tel—Sidney Margolius ... WNS
For Women Only—3tw-500-mim-ocr—Dr. Lindsay Curtis ... NNS
For Women Who Work—2tw-600-mim-ocr—Alice Skelsey ... CTN
Foreign News Commentary—5tw-450-tt—Phil Newsom ... UPI
Frank van der Linden—3tw-850-mim-ocr-orp-mail-Lc-wire-tts-tel—Frank van der Linden ... UFS
Free For The Asking—d-125-mim—Harriet Hart ... CWF
Freighter Travel—w-1000-mim—Norman Austin ... HIS
From New York—w(43x.yr)-750-orp-ill—Creighton Peet ... PT
Front Row—w-600-mim-ocr—Dave McIntyre ... CNS
Games & Puzzles—w-qpt-orp-ill—Misc. Authors ... OPS
Gardening—S-450-orp—Irwin Jones ... DF
General Features & News Items—w/m-var-mim—Freelance Authors ... WUP
Glad You Asked That"—tw-750-lgp-ocr—Marilyn & Hy Gardner ... PHS
Glasserfied Directory—w/m/stw-var-mim—Selma Glasser ... GLA
Glazed Bits—d-200-mim—Barney Glazer ... TCN
Going Like Sixty—2tw-500-ocr-mim—Jack Smith .. NNS
Golden Gleams—w-1c6"-orp—Staff ... EDC
Golden Years—w-650-mim-ocr-mail—Tom Collins ... GFC
Good News Only—d/tw/w-600-xerox-mail—Roger Sharp ... CIT
Grab Bag—dtw/w-100-xeros-mail—Fred Philcox ... CIT
Growth, Conflict and Hangups—2tw-500-orp—Saul Kapel, M.D. ... CTN
Gus Tyler—3tw-600-mail-mim-Lc-orp-ocr-wire-tts-tel—Gus Tyler ... UFS
Hamlin's Humours—w-750-xerox-mail—David M. Hamlin ... SYN
Happier Living—w-300-mim—Phyllis Mitchell ... MIT
Harriet Van Horne Column—tw-400-mim-ocr-mail—Harriet Van Horne ... LAT
Harry S. Ashmore Column—w-500-mim-ocr-mail—Harry S. Ashmore ... LAT
Harvest Time Of Life—sm-4c8"/400-450-mim—Charles Rehns ... REH
Have You Met . . . ?—sw-1000-mim-ilm (2½ x 3½)-orp—Y. L. Tlajcliff ... NPS
Hayakawa Column—w-750-ocr.S. I. Hayakawa ... RTS
Health and Science—occ-boo-mim-ocr-lgp-orp-Lc-mail-wire-tts-tel-Ana Honig ... WNS
Health Column—d-400-orp-tape-ocr—Lawrence E. Lamb. M.D. ... NEA
Health Today—w-500-orp—Dr. O. A. Battista ... BPS
Health's-A-Poppin—w-600-mim-orp-ocr—Marion Wells CNS
Help—3tw-600-ocr—Ellen Peck & E. James Lieberman, M.D. ... CTN
Help Mate—w-1200-xerox—Nick Mottern ... CNI
Hennessy Column—w-600-orp-tape-ocr—Helen Hennessy NEA
Henry J. Taylor—3tw-800-mim-ocr-orp-mail-Lc-wire-tts-tel—Henry J. Taylor ... UFS
Herbert Brucker Column—sw-600-xerox—Herbert Brucker ... BRU
Here's How—w-750-mim-orp-ocr—Gene Gary ... CNS
Hi-Fi Equipment—w-500-mim—Barney Glazer ... TCN
***Hints From Heloise**—d-Lc-mat-orp; S-tps-hpt-color-mat-orp ... KFS
Hockey Tips—w-2c6"-orp-mat-lgp—Bobby Orr ... SUN
Hollywood—3tw-450-tt—Vernon Scott ... UPI
Hollywood Beat—w-650-mim-lgp—Bill Lane ... WOR
Hollywood Beauty—tw-350-mim-lgp-ocr-mail—Lydia Lane ... LAT
Hollywood Hot Line—6tw-800-mim-ocr-orp-Lc-mail-wire-tts-tel—James Bacon ... NANA
James Bacon ... NANA
Hollywood News Wire—d-500-mim-Barney Glazer ... TCN
Hollywood Scene—d-750-mim—John Austin ... HIS
Holmes Alexander Column— dexsatS-600-mim—Holmes Alexander ... MCN
Home Furnishing Daily Service—5tw-lgp-mail ... FA
Home Repairs—w-750-orp-lgp-color—C. Gordon ... BPS
Home Town Flavor—w-300-mim—Kerwin Hoover ... HTF
Homemaker's Newsletter—m-var-orp-ill-mail—Gloria Pitzer ... HAP
Homes Decorating—S-ps-orp-ill—Jenice Jordan ... DF
House Detective—w-150/200-xerox—Carmen Collins ... FFS
House Doctor—w-750-ill-mat-ocr-orp—Herman Baum ... RTS
House Plans—w-750-mim-ocr—Gerry Bishop ... UFS
Housing News—w-500-mim—Hugh L. Morris ... MNS
How To Keep Well—7tw-600-ocr—T. R. Van Dellen, M.D. ... CTN
How Well Do You Know Yourself—w-150/200-xerox—Carmen Collins ... FFS
Humankind—w-500-mim-mail—Vincent de Liberto ... APS
I Didn't Know That!—dexsat-set-500-mim-lgp—Nancy Lane ... WOR
I Loved It . . . I Hated It—d/tw/w-600-xerox-mail—William Arthur ... CIT
I Remember—w-1c5½"-orp-mat—Contributors ... CSP
Ideas, Issues and Insights—w-650-mim-orp—Harry Humphreys ... PUB
If Your Name Is . . .—w-470-mim—Ann Reynolds, Ph.D. ... RFS
In Living Color—5tw-500-mim-Lc-orp—Bill Lane ... WOR
Inside Auto Racing—3tw-600-mim-lgp—Don O'Reilly ... AU
Inside Daytime TV—w-750-mim—John Austin ... HIS
Inside Religion—w-500-mim-ocr—Rev. Lester Kinsolving ... NNS
Insight—w-600-mim-ocr-orp-LC-mail-wire-tts-tel—John Wykert ... NANA
Insurance Advisor—w-300-xerox-mail—Saul Sokol ... DF
Interior Decorating—4tw-400-mim-ocr-ill-orp-mail-Lc-wire-tts-tel—Genevieve M. Feranadez ... UFS
Interpretive Report—3tw-750-ocr—Richard Wilson .. RTS
Interviews—occ-var-man—Buddy Basch ... BAS
Interviews With Name Entertainers—cont-var-man-mim—Jerry Bishop ... BIS
Isn't It the Truth?—w-2c12"-4c12"/400-mim—Charles Rehns ... REH
It Happened Last Night—ds-750-ocr-Earl Wilson .. PHS
It's News To Me—tw-500-mim—Herb Caen ... CHR
It's A Cockeyed World—5tw-2c4"-ilm—Joe Kaliff ... AMF
It's Tough But You Can Make It—w-400-mim-orp-ocr—Vernon E. Brown ... CNS
It's Your Life—7tw-200-orp—Richard Armstrong ... MCN
It's Your Money—tw-400-mim-ocr-mail—Wendell Coltin ... GFC
Jack Anderson's Weekly Special—w-800-orp-ocr-mim-Lc-mail-tts-tel—Jack Anderson ... UFS
Janeway Economic Service—4tw-700-ocr—Eliot Janeway ... CTN
Jeane Dixon Horoscope—7tw-600-orp—Jeane Dixon ... CTN
Jeane Dixon Predictions—2ty-2000-mim-ocr—Jeane Dixon ... CTN
Jeffrey Hart—3tw-Lc—Jeffrey Hart ... KFS
Jelly Side Down—sw-ocr-mat—Nancy Stahl ... UNP
Jesse Jackson At Large—3tw-500-mim-tt—Rev. Jesse L. Jackson ... BLP
Jest Nonsense—tw/w-2c2½"-orp—Roy Bliss ... BLI
Jewish Quiz Box—w-300-mim—Rabbi S. J. Fox ... JTA
Jim Bishop: Reporter—3tw-Lc-orp—Jim Bishop ... KFS
Jim Fain Column—3tw-550-ocr-ill—Jim Fain ... ASI
Jim Murray Sports Column—5tw-350-mim-mail—Jim Murray ... LAT
John Kessler Column—dex.sat&S-600-orp—John Kessler ... MCN
John D. Lofton, Jr.—3tw-600-mail-mim-Lc-orp-ocr-wire-tts-tel—John D. Lofton, Jr. ... UFS
Joyce Haber Column—w/5tw-600-mim-mail—Joyce Haber ... LAT
Junk or Treasure—w-1000-var-orp—D. Walsh ... TWN
Karikature Karnival—w-2c4"-ill—Joe Kaliff ... AMF
Keeping Up—m-2c6"-man—Ethel Burge ... BUR
Kevin P. Phillips—3tw-Lc—Kevin P. Phillips ... KFS
Kingsbury Smith—3tw-Lc—Kingsbury Smith ... KFS
Kitchen Cynic—w-1c4"-xerox—Bern Sharfman ... AMF
Know Your Antiques—w-500-lgp-mat-orp-ocr—Ralph & Terry Kovel ... RTS
Kohlmeier Column—3tw-700-mim-ocr—Louis Kohlmeier CTN
L. M. Boyd Column—6tw-700-orp—L. M. Boyd ... STT
Labor Front—occ-750-mim-ocr-orp-Lc-mail-wire-tts-tel—Edward L. Doherty ... NANA
Ladies First—w-900-mim-ocr-orp-Lc-mail-wire-tts-tel—Trixie Belmont ... WNS
Landmark Decisons—d/w-500-man—Martin J. Ross ... LAW
Las Vegas After Dark—tw-450/550-lgp-xerox—Damon Loy & Dart Anthony ... CEN
Las Vegas/Reno/Tahoe—w-500-mim—Barney Glazer .. TCN
Law Briefs For Business—d/w-500-man—Martin J. Ross ... LAW
Legal Aid—d/w-500-man—Martin J. Ross ... LAW
Legal Briefs—tw-200-xerox—Prof. John Ritter and Atty. Paul Levine ... LEG
Let's Ask Cook—3tw-500-ore-Nan Wiley ... RTS
Let's Reminisce—w-5000-mim-orp-ocr—Helen M. Pagel ... CNS
Let's Stay Well—6tw-400-mim-ocr-orp-Lc-mail-wire-tts-tel—F. J. L. Blasingame, M.D. ... UFS
Let's Talk—w-500-mim-orp-ocr-Rev. Lee Truman ... CNS
Letters From Dad—d/w-500-man Martin J. Ross ... LAW
Liberated Woman—3tw-400-mim-ocr-orp-Lc-mail-wire-tts-tel—Mary McGrath ... UFS
Life Begins At 40—dex.sat.S-500-orp—Robert Peterson ... MCN
Lighter Side—5tw-300-wire—Dick West ... UPI
Listen, Bess—2tw-500-ocr-mim-orp—Bess Myerson ... CTN
Little Strokes—1dS-3c5"-ill-xerox—Elena ... ELN
Living Cheap But Good—w-600-mim-ill—Martin Poriss CTN
London Economist News Service—5tw-var-orp-tape-ocr-ill—Economist of London ... NEA
London Express News Report—6tw-10,000/var-wire-mail-Lc-tts-tel ... UFS
London Express Feature Service—tw-5000-mim-Lc-mail-tts-wire ... UFS
Look-and Feel-Your Best—Dorothy Richey ... RBN
Look Smart—w-500-ilm-orp-ocr—Harry Juster ... RTS
Look Who's Talking—S-var-xerox—Al Burke ... EXC
Looking Ahead—w-2c-orp-mat—Sid Hathaway ... SM
Lou Edman Describes—w-700-man—Lou Edman ... EDM
Love & Laughter—5tw-125-ocr-mim—Marjorie Holmes ... NNS
Love On Life—w-600-mim—Philip H. Love ... MCN
Low Down From the Congressional Record—w-500-man-orp—Joe Crump ... CRU
Lowell Ponte Column—3tw-600-mim—Lowell Ponte .. MCN
M. Stanton Evans—3tw-700-mim-ocr-orp-Lc-mail-wire-tts-tel—M. Stanton Evans ... NANA
Mad Moments In Americana—w/m/sm-500 var-orp—Tom Kuncel ... OTH
Maddox Column—w-400-orp-tape-ocr—Gaynor Maddox NEA
Made Public—5tw-600-orp—Marv Arthur ... ARV
Magic Carpet Over Broadway—5tw-2c5"-ill-xerox—Joe Kaliff ... AMF
Main Street Column—d/w-var-man (twx or mail)—Ted Green ... PWF
Mainly For Seniors—w-500-orp-ocr—John T. Watts ... CNS
Man and Medicine—w-600-mim-orp-ocr—Irwin J. Polk, M.D ... CNS
Managing Your Family's Money—2tw-500-ocr—Merle Dowd ... RTS
Mannes Speaking—w-800-mim—Marya Mannes ... UFS
Margo—3tw-650-orp-ocr—Margo Coleman ... PHS
Marianne Means' Washington—3tw-Lc—Marianne Means ... KFS
Marilyn Manion—w-500-orp—Marilyn Manion ... AMW.
Marilyn Beck's Hollywood—d/S-600-mim—Marilyn Beck ... NYT
Mary McGory Column—3tw-800-mim—Mary McGory .. WSS
Mark My Words—tw-150-mim-ocr-mail—Jim Fiebig ... GFC
Marvin Kitman Show—sw-650-mim-ocr-mail—Marvin Kitman ... LAT
Matter Of Fact—tw-500-mim-ocr-mail—Joseph Alsop ... LAT
Max Lerner Column—tw-500-man-ocr-mail—Max Lerner ... LAT
Maxine—5tw-500-ocr—Maxine Inlander ... RTS
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Medicare Report—3tm-qps-man—Fred Dreyfus ..... NFS
Medicalia—cont-600-mim-lgp—M. W. Martin ..... MAR
Meltzer on Real Estate—w-750-ocr—Bernard C. Meltzer ..... PHS
Microscoops—6tw-100-mim-ocr-orp-Lc-mail-wire-tts-tel—Don Maclean ..... UFS
Minding the Hearth—w-500-mim-mail—Gloria Pitzer ..... HAP
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Minority Report—5tw-500-mim-tt—Staff ..... BLP
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Mirrors Of Washington—w-750-mim-ocr-orp-LC-mail-wire-tts-tel—Isabelle Shelton ..... UFS
Miss-Ms-Mrs. & Mr.—w-2c10"/1c20"-lgp-mim—Pat Fisher ..... SPS
Modern Bridge—w-200-orp-ill—J. Fern ..... BPS
Modern Sherlock Holmes—w-350-orp—Jane Sherrod Singer ..... BPS
Money In Your Pocket—3tw-600-ocr—Martha Patton CTN
Monthly Mention—m-500-mim—Fred Dodge ..... MM
Moon Messages For You—d-200-mim—Cullen Moore ..... CMS
More For Your Money—w-900-mim—L. Gaulton ... WSS
Morrie Ryskind—2tw-750-mim—Morrie Ryskind ..... WSS
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Movie Mail—d-500-mim—Barney Glazer ..... TCN
Movie Review Wrapup—w-700-orp—Rex Reed ..... CTN
Mutual Funds—w-800-mim-ocr-orp-Lc-mail-wire-tts-tel—Don G. Campbell ..... UFS
My Answer—7tw-400-orp—Billy Graham ..... CTN
NANA Photo Service—w-varies-lgp ..... NANA
NANA News Service—20,000-mim-ocr-orp-Lc-mail-wire-tts-tel ..... NANA
NANA Pony Service—w-30,000-mim-ocr-orp-Lc-mail-wire-tts-tel ..... NANA
Nashville Sound—w-800-mim—Red O'Donnell ..... WSS
National Security Affairs—w-400-mim-ocr-mail—Lt. Gen. Ira C. Eaker ..... GFC
National Whirligig—3tw-850-mim-ocr-Lc-mail-wire-tts-tel—Ernest Cuneo ..... NANA
Natural Living—w-750-xerox—Beatrice Trum Hunter ..... SYN
Nature—w-375-orp-ill—Edward S. Thomas ..... DF
Needlepointers—S-ocr-ill—Daphne Ginnings ..... UNP
Neue Zurcher Zeitung—w-1000-mim—Neue Zurcher Zeitung Contributors ..... SUN
New York Hometown News Angles—S-var-man-lgp—Staff ..... ICS
New York Today—w-750/1000-mim—Albert Theroux NEW
News Report—w-2c8"-orp—Edward H. Sims ..... EDC
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Nick Thimmesch Column—tw-650-mim-ocr-mail—Nick Thimmesch ..... LAT
Nit Wit—dS-2c/var-man—Robert F. Thornton ..... THF
No Laugh'n Matter—w-500-mim-mail—Gloria Pitzer .. HAP
Norton Mockridge—5tw-750-mim-ocr-orp-Lc-mail-wire-tts-tel—Norton Mockridge ..... UFS
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Notes & Comments—w-1c15"—Staff ..... EDC
Now See Here"—4tw-Lc—Bert Bacharach ..... KFS
Oakley Commentary Column—5tw-300-200-orp-tape-ocr—Don Oakley ..... NEA
Of Crime and Punishment—w-600-mim—Milton G. Rector ..... NANA
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Old Farmer's Almanac—S-600-orp-mat ..... UFS
Olderman Column—w-orp-tape-ocr—Murray Olderman . NEA
On Being Black—w-350-mim-ocr-mail—Sandra Haggerty ..... LAT
On Broadway—d/w-750/1000-mim—Ray Wilson ..... NEW
On The Other Hand—w-600/750-mim—Dolores Curran NCF
On The Right—3tw-750-mim—William F. Buckley, Jr. ..... KFS-WSS
On The Wire—2tw-750-mim-ilm-lgp-mail—John J. Westley ..... DIS
Once Over Lightly—w-400-mim-orp-ill-ocr—Ann Rudy . CNS
100 Years Ago—w-400/500-mim—Parris Green ..... TAG
One Woman's Voice—w-800-orp—Various Celebrities ..... AMS
Only In America—3tw-800-mim-ocr-orp-mail-Lc-wire-tts-tel—Harry Golden ..... UFS
Open House—w-500-mim-orp-ocr—James M. Woodward CNS
Organic Living—w-700-mim-ill-ocr—Robert Rodale ..... CTN
Our American Heritage—d-1c3"-ill-xerox—Elena ..... ELN
Our Environment—sw-750-mim-ocr-mail—Jeff Stansbury & Edward Flattau ..... LAT
Our Man In The White House—w-500-ocr-mim—Lester Kinsolving ..... NNS
Our Religions—w-300-ocr—Dr. Carlyle Adams ..... RTS
Outrider—tw-ocr—Garry Wills ..... UNP
Over Broadway and Hollywood—w-ps-xerox-mail—Phil Kalker ..... AEW
Overview—w-600-mim—Miles Copeland ..... GRN
Palmer Strategy—w-300-ill-ilm-orp-ocr-mim—Arnold Palmer ..... NNS
Parents and Children—3tw-300-ill-mim-mat-ocr-orp—Arnold Arnold ..... NNS
Patterns For Better Living—dS-sph-var-lgp-ill-man—Steve Ellingson ..... UB
Paul Harvey News—tw-400-mim-ocr-mail—Paul Harvey ..... GFC
Pedal Pushers—tw-400/500-xerox—Stephen B. Leek ..... CEN
Pennsylvania Avenue—w-600-mim-orp-ocr—Washington Bureau Staffers ..... CNS
People and Problems—d/w-500-man—Martin J. Ross LAW
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People Watching—3tw-600-ocr—James Brady ..... CTN
Personalities—occ-600-mim-lgp-orp-Lc-mail-wire-tts-tel—Cindy Adams ..... WNS
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Pets And Their People—w-900-mim-ocr-orp-Lc-mail-wire-tts-tel—Alice Scott ..... UFS
Phillips-Sindlinger Survey—w-Lc-ill—Kevin P. Phillips & Albert Sindlinger ..... WNS
Photo Files (Show Business & Travel)—occ-var-lgp ..... BAS
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Phyllis Mitchell' Column—dexS-300-mim—Phyllis Mitchell ..... MIT
Poems—ind-var-man—Norman A. Kirk ..... KIR
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Pop Scene Answer Man—w-800-mim-ocr-orp-mail-Lc-wire-tts-tel ..... UFS
Pop Scene Service—w-5000-mim-ocr-orp-Lc-mail-wire-tts-tel—Barbara Lewis ..... UFS
Postcards—5tw-2c5"-mim—Stan Delaplane ..... CHR
Profitable Pastimes—w-2c7"-orp—Terrl Hilton ..... SUB
Progress Of Peoples—2-600/750-mim—Barbara Ward NCF
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Puttering Pete—w-2c5"-orp—Blanche Campbell ..... CNS
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Questions Women Ask—w-500-mim-orp-ocr—Dr. Eleanor B. Rodgerson ..... CNS
Quips & Quotes—w-var-xerox—Charles Petzold ..... PET
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Ramona's Criterion—w-500-man—Norma R. Harper ... HAC
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Revolutionary Notebook 1776—w-500-xerox-mail—Win Churchill ..... SYN
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Right Angle—tw-ocr—Paul Greenberg ..... UNP
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Sew Simple—w-750-ilm-orp-ocr—Eunice Parker ..... RTS
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Sex Information Service—2tw-750-mim—Panel ..... CF
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Sketches—dS-100-mim-ocr-mail—Ben Burroughs ..... GFC
Skiing With Killy—w/sea-1c/2c-250 words-ocr-ill-ilm-mim-orp—Jean Claude Killy ..... NNS
Slim Gourmet—3tw-600-mim-ocr-orp-Lc-mail-wire-tts-tel—Barbara Gibbons ..... UFS
Snowmobiling—w/sea-300/600 (ill-1c2¾") ocr-ilm-mim-orp—Stan Davies ..... NNS
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Speaking Dollar-Wise—tw-350-mim-ocr-mail—Robert S. Rosefsky ..... LAT
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Special New York Correspondent—cont-var-man—Ed Nassauer ..... ICS
Sports Hotline—sw-ocr—Mickey Herskowitz and Steve Perkins ..... UNP
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Spotlight On Education—w-1000-mim-ocr-orp-Lc-mail-wire-tts-tel—Dr. Benjamin Fine ..... NANA
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Stamp News From America—w-500-ill-mim—Julius Weiss ..... WEI
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Star Interviews—w-500/1000-orp—June Finletter .... BPS
Star Stuff—m/cont-300/500-xerox-lgp-mail—Phil Moore ..... LWF
Stars & Lovers—w-900 (dividable)-mim—Cullen Moore ..... CMS
Stars and Sports—tw-750-mim—Jahn Austin ..... HIS
Stay Healthy—s-qps-man—Roger Rosenblatt, M.D. .... NFS
State Of Affairs—tw-500-mim-ocr-mail—Clayton Fritchey ..... LAT
Stereo Equipment—w-500-min—Barney Glazer ..... TCN
Stitching Witchery—w-400-mim-orp-ocr—Betty W. Kinser ..... CNS
Stock of the Week—w-800-mim—Electronic Evaluator .. CTN
Stop Killing Yourself—dexS-600-orp—Peter J. Steincrohn, M.D., F.A.C.P. ..... MCN
Straight Talk—w-600-orp—Tom Anderson ..... AMW
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Strictly Personal—w-500-mim-orp-ocr—Pat & Marilyn Davis ..... CNS
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Susie Mac—5tw-800-mim-ocr-orp-mail-Lc-wire-tts-tel—Susie McDougal ..... UFS
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Swinging—cont-900-man-mim—Ronald E. Hestand, Ph.D. ..... HUM
Teen Forum—5tw-500-mim-ocr-orp-mail-Lc-wire-tts-tel—Jean Adams ..... UFS
Teenage Driving Tips—w-500-orp—Jane Sherrod ..... BPS
Tele-Views & Ventures—w/cont-400/500-pt (6½x10)-orp-lgp-mail—Ernest F. Jessee ..... LWF
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That's Life—occ-var-man—Buddy Basch ..... BAS
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The Bottom Ten—sea-ocr—Steve Harley ..... UNP
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The Fashion Strip—w-1c6"-lgp-mail—Ethel Burge ..... BUR
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The Gilmore Bros. Music Scene—w-900/2c13"- orp-mat-tt-mail—Douglas & Keith Gilmore ..... TEL
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The Harris Survey—2tw-750-mim-ocr—Louis Harris .. CTN
The High Road To Business—w-var-mim—Charles Rehns ..... REH
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The John Crosby Column—w-550-mim-ocr-mail—John Crosby ..... LAT
The Jolly Green Thumb—w-2c7"-orp—Ann Frances Dolan ..... SUB
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The Marriage Doctor—w-700-orp—Joseph Trainer, M.D. STT
The Medical Consumer—2tw-600-mim—David Henden . ESN
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The Muckraker—S-var-xerox—Wally Burke ..... EXC
The Nation—3tw-700-mim-ocr-orp-mail-Lc-wire-tts-tel—Martin E. Nolan ..... UFS
The New Etiquette—S-ocr-ill—Maureen Reardon ..... UNP
The New Poets—d-var/250-xerox-mail—A. Caruba .... INP
The Next Time Around—tw-400/500-xerox—Sybil Leek CEN
The Phoenix Nest—w-700-orp—Martha Levin ..... APN
The Private Life—w-850-orp-tape-ocr—Lawrence E. Lamb, M.D. ..... NEA
The Real Truth—w-300/350-xerox—Al Goring ..... GOR
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The Stage of Fashion—sw-400/500-xerox—Regina Carrol ..... CEN
The Traveler—w-450-mim-orp-ocr—Harold McConnell . CNS
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The Unexplained—w-500-mim-mail—Allen Spraggett .. LAT
The Wah-Wah Pedal—350-mim—Tom Calendar ..... TAG
The Worry Clinic—dexS-500/3c6"-ill-mim-orp—Dr. George W. Crane ..... HPS
The Yardstick—w-600/750-mim—Msgr. George G. Higgins ..... NFC
The Young Viewpoint—eod-qps-man—Ron Hendron .... NFS
Theatre Letter—S-750-orp—Douglas Watt ..... CTN
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These Days—3tw-Lc—John Chamberlain ..... KFS
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Through The Looking Glass—w-1200-mim ..... NPS
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To The Point—sw-500-mim-ocr-mail—Russell Kirk .... GFC
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Today At The World—d ex. sat-qpt-wire—Jeffrey Barron ..... TOP
Today in Kansas City—w-750/1000-mim—Jerry Plantx NEW

Today In New York—w-750/1000-mim—Ray Wilson .. NEW
Today In Las Vegas—w-750/1000-mim—Joe Delaney . NEW
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Today's Chuckle—dS-100-mim-mail—Beulah Collins ... GFC
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Tom Braden Report—tw-400-mim-ocr-mail—
Tom Braden ..... LAT
Trade Winds—6tw-800-mim-ocr-orp-Lc-mail-wire-
tts-tel—Lou Schneider ..... NANA
Traditional Crafts—w-500-igp-mim-ocr—
Judy Harper ..... NNS
Travel—w-500-ill-ocr-mim—Tom & Michele Grimm ... NNS
Travel & Leisure—w-500-mim—Bob Nesoff ..... GSM
Travel On A Lean Wallet—S-qps-man—
Fred Rosenblatt ..... NFS
Travel On A Shoestring—d/tw/w-600-xerox-mail—
Ansil B. Chapin ..... CIT
Travel Talk—Dorothy Richey ..... RBN
Treasure Hunt—w/cont-500-xerox—Don A. Stewart ... STS
Trials and Tribulations—tw-300-mim ..... AD
Tricky Diction—w-var-mim—T. H. Hartman ..... HAT
Tune In—w-2c/3c-igp—Bobbie Ashley ..... SPS
TV Answer Man—6tw-4000-mim-ocr-orp-mail-Lc-
wire-tts-tel—Richard K. Shull ..... UFS
TV Time Service—w-600-mim-ocr-mail-orp-Lc-igp-
wire-tts-tel ..... UFS
U-Bild It—dS-sph-var-man-mim-ill-igp—
Steve Ellingson ..... UB
U-Bild Enterprises—dS-var-man-mim-ill-igp—
Steve Ellingson ..... UB
U-Bild It—dS-sph/var-man-ill-igp—
Steve Ellingson ..... DF
U-Can Do It—dS-sph-var-igp-ill-man—
Steve Ellingson ..... UB
Uncle Leonard—w-500-xerox—Leonard Smukler ..... SMU
Uncommon Conversations—S-ocr-igp—
Philip Nobile ..... UNP
Varies—w-700-mim—Robert Segal ..... SAF
Vaughan At Large—3tw-800-ocr-orp-mim-Lc-mail-
wire-tts-tel—Bill Vaughn ..... UFS
V.I.P.—3tw-500-mim-ocr—Maxine Cheshire ..... CTN
VIP Medical Grapevine—w/m-500 to 1000 var-man—
Ruth Nathan Anderson ..... VMG
View From The Top—S-500-ocr-igp—Milton Rockmore UNP
Virginia Payette—3tw-800-mim-ocr-orp-mail-Lc-
wire-tts-tel—Virginia Payette ..... UFS
Voice of Broadway—dex.sat-Lc—Jack O'Brian ..... KFS
W-Service—eoS-mail ..... FA
Washington Calling—2tw-900-orp-mail-Lc-wire-
tts-tel-ocr-mim—Marquis Childs ..... UFS
Washington Merry-Go-Round—dS-800-orp-ocr-mim-
Lc-mail-wire-tts-tel—Jack Anderson ..... UFS
Washington Offbeat—ztw-600-ocr—Vera Glaser ..... CTN
Washington Report—occ-600-mim-ocr-orp-Lc-mail-
wire-tts-tel—J. F. terHorst ..... NANA
Washington Women—occ-600-mim-ocr-orp-Lc-mail-
wire-tts-tel—Dorothy Marks ..... WNS
Watch On Washington—w-1000-ocr—Clark Mollenhoff RTS
Watching The World—3tw-750-mim—Crosby Noyes . WWS
Weekend Chuckle—S-250-mim-ocr-ill-mail—
Beulah Collins ..... GFC
Weekly Short Stories—w-ps-qpt-orp—Misc. Authors . OPS
Wells Twombly On Sports—3tw-500-wire-mim—
Wells Twombley ..... NNS
What About Retirement—w-700-mim-orp-ocr—
Frank Corrick ..... CNS
What Ever Happened To?—w-var-man—Buddy Basch BAS
What Life Has Taught Me—w-500/1000-orp—
Various celebrities ..... BPS
What's In Your Name?—tw-350-mim-ilm—
Charles E. Guarino ..... AD
What's Your Prison IQ?—w-150/200-xerox—
Carmen Collins and S. Edward Barry, R.S.M., PhD. FFS
What's The Law—6tw-400-mim-ocr-orp-mail-Lc-
wire-tts-tel—Jack Strauss ..... UFS
What's Your Problem?—w-470-mim—Linda Lawrence RFS
When I Was A Boy—5tw-100-mim-ocr—Jim Housman CTN
Why Be Bored!—w-500-mim—Lillian Taylor ..... TAY
Why Grow Old?—d-500-igp-ilm-orp-ocr—
Josephine Lowman ..... RTS
Why You Behave That Way—w-500/600-xerox—
S. V. Didato, Ph.D., ... DID
Wilkins Column—w-500-ocr—Roy Wilkins ..... RTS
Will Rogers Says . . .—5tw-varies-orp-ocr—
Bryan Sterling ..... RTS
Wilson's Western Humor—w-400/500-mim..... WWH
Wine Connoisseur—w-600-mim-ocr-mail—
Robert Lawrence Balzer ..... LAT
Wine Diggity—w-400-mim-orp-ocr—Mary Lester .... CNS
Wine Primer—w-500-mim—Mark Pugner ..... TAG
Winning Tennis—w-sea-2c6″-mat-orp—Dave Kornreich NNS
Wisdom in the Street—2c4″/2c6″-var-mim—
Charles Rehns ..... REH
With Dan Lewis—3tw-600-min-ocr-orp-Lc-mail-wire-
tts-tel—Dan Lewis ..... NANA
With The People—tw-ocr—Chuck Stone ..... UNP
Women Alone—w-500-ocr—Isabella Taves ..... RTS
Women In Transition—d/tw/w-600-xerox-mail—
Dr. Andrew J. DuBrin ..... CIT
Women Today—d/S/w-500-mim—Kit Van Cleave ... WOM
Women's News Stories—5tw-10,000-mim-ocr-igp-orp-
Lc-mail-wire-tts-tel ..... WNS
Women's Wear Daily Service—5tw-igp-mail ..... FA
Women's World—4tw-150-mim-ocr-orp-Lc-mail-
wire-tts-tel—Iris Hartman ..... WNS
Words, Wit & Wisdom—dexS-300-mim-ocr-mail—
William & Mary Morris ..... LAT
World In Focus, The—S-700/800-mim-xerox—
William R. Frye ..... FRY
World Of Music—w-700-mim-orp-ocr—Robin Wells .. CNS
World Of Youth—d/tw/w-600-xerox-mail—
Buddy Nevins ..... CIT
Would You Believe . . .?—d/tw/w-500-xerox-mail—
Fred Philcox ..... CIT
Yesterday's Discards, Today's Treasures—w—
Jean Barnes ..... NEA
Yost Column, Charles W.—w-800-mim-xerox—
Ambassador Charles W. Yost ..... FRY
You—w-600-mim-igp-ocr-mail—Ruth Winter ..... LAT

You And Your Money—w-500-mim-orp-ocr—
Judith Rhoades ..... CNS
You, Your Child and School—w/d/3tw-500-mim—
David Nydick ..... DAN
You Know You Really Love Them When—3tw-1c3″-
orp—Miv Schaaf ..... SCH
You, Your Child, and Sports—w/d/3tw-500-mim—
David Nydick ..... DAN
Young and Healthy—3tw-600-mim-ocr—
Frank Falkner, M.D. ..... CTN
Young Ideas—5tw-700-orp—Dick Young ..... CTN
Your Best Years—tw-350/450-xerox—Dee Payne .... CEN
Your Child's Development—2tw-500-ocr-mim—
Dr. Ronald Parker ..... NNS
Your Dreams—6tw-150-orp—Katy Crean ..... CTN
Your Family Physician—w-2c10″-orp—
Dr. James G. Price ..... SUB
Your Fashion Image—w-1c8″/var-ill-orp—
Charlotte Wilkinson ..... YFI
Your Handwriting Tells—sw-350-mim-orp-ocr—
Dorothy St. John Jackson ..... CNS
Your Horoscope Guide—w-500-mim-orp-ocr—
Mrs. Gina Ceaglio ..... CNS
Your Life And Mine—dexS/w/m-300-mim—
Phyllis Mitchell ..... MIT
Your National Parks—w-600-mim-orp-igp-ocr—
Ronald Walker ..... CNS
Your World Tomorrow—d-500-mim—various authors .. NYT

12—COMICS

Airhawk—w/d-spv-orp-ill—B. Foley ..... BPS
Alley Oop—d-4c2⅛″-mat-orp; S-hps-tps-pt-hpt-orp-mat—
Dave Graue ..... NEA
Amanda Panda—d-4c2⅛″-mat-orp; S-hps-tps-pt-mat-orp—
Marcia Course & Jack Millile ..... NEA
Don Wilder ..... CTN
American Alley—dS-(d-4c) (S-qph)-mat-orp—
Andy Capp—d-4c2″/5c2½″-orp-mat; S-tps-hpt-
orp-mat—Reggie Smythe ..... PHS
Animal Crackers—d-4c-5c-mat-orp; S-pt-hps-hpt-tps-
qpy-mat-orp—Roger Bollen ..... CTN
Apartment 3-G—4c2″/5c2½″-orp-mat; S-hps-tps-
hpt-qph-orp-mat—Alex Kotzky ..... PHS
***Archie**—d-4c; S-hps-tps-pt-hpt-qph; m.t-orp—
Bob Montana ..... KFS
Astronits—d/w-4c2″-orp-mat—Pat Anderson..... AND
B.C.—S-4c/5c-orp—Johnny Hart ..... MIL
B.C.—d-4c2″/5c2½″-orp-mat; S-hps-tps-pt-hpt-orp-
mat—Johnny Hart ..... PHS
***Barney Google and Snuffy Smith**—d4c; S-hps-tps-pt-hpt-
qph—Fred Lasswell ..... KFS
Basil—dex.S-4c-mat—Gerry Lantz ..... UNP
Belvedere—dexS-2c3¼″-mat-orp—Nat Greenwood ..... AD
***Beetle Bailey**—d-4c; S-hps-tps-pt-qph-mat-orp—
Mort Walker ..... KFS
Benly—d-4c2⅛″-orp-mat; S-hps-tps-pt-orp-mat—
Jim Berry ..... EF
Berry's World—d-2c5¾″-mat-orp; S-tps-qps-hpt—
Jim Berry ..... NEA
Better Half Page—S-pt-hpt-tps-qps-sph-spv-mat-orp—
Ruth Barnes ..... RTS
***Big Ben Bolt**—d-4c; S-tps-hpt-qph; mat-orp—
John Cullen Murphy ..... KFS
Birthday Quiz—dex.S/w-300-xerox—Gordon B. Greb NEF
***Blondie**—d-4c; S-hps-tps-pt; mat-orp—
Dean Young & Jim Raymond ..... KFS
Bobby—d-4c2½″-mat-orp—S. M. Iger ..... PF
***Boner's Ark**—d-4c; S-tps-hps-pt; mat-orp—
Addison (Mort Walker) ..... KFS
Brenda Starr—d-4c; mat-orp; S-tps-pt-mat-orp—
Dale Messick ..... CTN
***Brick Bradford**—d-4c; S-hps-tps; mat-orp—
Paul Norris ..... KFS
***Bringing Up Father**—d-4c; S-hps-tps-pt-hpt-qph;
mat-orp—Kavanagh-Fletcher-Camp ..... KFS
Broom-Hilda—d-4c-mat-orp; S-tps-hpt-mat-orp—
Russ Myers ..... CTN
Bugs Bunny—d-4c2⅛″-mat-orp; S-hps-tps-pt-mat-orp—
Ralph Helmdahl & Al Stoffel ..... NEA
***Buz Sawyer**—d-4c-mat-orp—Roy Crane ..... KFS
Campus Clatter—d-4c2⅛″-mat-orp; S-hps-tps-qps-pt—
Larry Lewis ..... NEA
Cap'n Kadd—w-4c2″-orp-mat—Pat Anderson ..... AND
***Captain and the Kids**—S-hps-tps-pt-hpt-qps-orp-mat—
John Dirks ..... UFS
Captain Easy—d-4c2⅛″-mat-orp; S-hps-tps-pt-hpt-
mat-orp—Bill Crooks & Jim Lawrence ..... NEA
Carnival—d-2c5¼″-mat-orp; S-hps-tps-pt-hpt-mat-orp—
Dick Turner ..... NEA
Catfish—d-4c-mat-orp; S-tps-hpt-qpv-mat-orp—
Rog Bollen & Gary Peterman ..... CTN
Charley Sez—dex.S-4c-mat-orp—David Brown ..... BRO
Christmas Strip—sea-var-orp-mat-ill ..... NEA
Christmas Strip—d-sea-4c-mat-orp—Walt Disney .. KFS
Colonial Capers—d-4c2⅛″-orp-mat—
Joe Escoufido ..... UFS
Conchy—d-4c2″-orp-mat; S-tps, hpt-spv-sph-hpv-orp-
mat—James Childress ..... PHS
Conchy—d(4c-orp-mat); S(tps-hpt-mat)—
James Childress ..... FIE
Cross Bones—dS(d-4c) (S-hps, tps, pt, hpt, qph)
mat-orp—Bob Ashley ..... CTN
Deems—w-4c-mat-orp ..... SM
Dick Tracy—d-4c-5c-mat-orp; S-hps-tps-pt-mat-orp-
Chester Gould ..... CTN
Dr. Kildare—d-4c; S-tps-hpt; mat-orp—Ken Bald ... KFS
Donald Duck—d-4c; S-hps-tps-hpt-qph-qpbox; mat-
orp—Walt Disney ..... KFS
Dooley's World—d-4c; S-hps-tps-pt-mat-orp—
Roger Bradfield ..... KFS
Dondi—d-4c-mat-orp; S-hps-tps-pt-qph-mat-orp—
Irwin Hasen ..... CTN
Doonesbury Daily—dex.S-4c-mat—Garry Trudeau.... UNP
Doonsbury Sunday—S-hpt/tps/qps/pt-mat—
Garry Trudeau ..... UNP
Eb and Flo—dS-4c2⅛″-hps, tps, pt, hpt, qpa-mat—
Paul Sellers ..... UFS

Eek & Meek—d-4c2⅛″-orp-mat; S-hps-tps-qps-pt-
orp-mat—Howie Schneider ..... NEA
Emmy Lou—dS-2c4¼″-1c2″-hpt-pt-hps-tps-qps-orp-
mat—Marty Links ..... UFS
***Etta Kett**—d-4c-mat-orp—Paul Robinson ..... KFS
Family Circus Page—S-tps-hpt-mat-orp—Bil Keane .. RTS
***Ferd'nand**—dS-4c2⅛″-hps-tps-pt-qps—
Dahl Mikkelsen ..... UFS
Figments—dexS-4c2″-mat-orp-mail—Dale Hale ..... RTS
Flamingo—d-4c2½″-mat-orp—Ruth Schaefer ..... PF
***Flash Gordon**—d-4c; S-tps-hpt-mat-orp—Dan Barry.. KFS
Flintstones—d-4c3¼″-orp-mat; S-hps-tps-pt-qph-orp-
mat—Hanna-Barbera Productions ..... MCN
Forever Female—S-pt-hps-tps-mat-orp—Eugene Craig . DF
Frank and Ernest—d-4c2⅛″-orp-mat; S-tps-hpt-orp
mat—Bob Thaves ..... NEA
Fred Bassett—d-4c2″-orp-mat; S-tps-hpt-orp-mat—
Alex Graham ..... PHS
Frontiers of Science—5tw-4c2½″-5c3″-mat-orp-mail—
Andrea Bresciani, Robert Raymond & Stuart Butler,
Ph.D. ..... LAT
Funky Winkerbean—d-4c2″/5c2½″-orp-mat; S-tps-
hpt-qpv-sph-orp-mat—Tom Batiuk ..... PHS
Funland—dS (d-2c4¼″) (S-hps, tps, pt, hpt, qps)
orp-mat—Art Nugent ..... UFS
Funny Business—dexS-2c1¾″/1c3½″-mat-orp—
Roger Bollen ..... NEA
Funny Form—dS-(d-4c) (S-qph)-mat-orp—
Charles Barsotti ..... CTN
G. P. Jones, M.D.—dS (d-4c) (S-hps, tps, qph, hpt)-
mat-orp—Ruth Marcus ..... CTN
Gabe & Loki—dexS-3c/4c-orp—Ross Bunch ..... CEN
Gahan Wilson Sunday Comics—w-tps-qps-ht-mat-orp—
Gahan Wilson ..... RTS
Gasoline Alley—S-tps-pt-hpt-mat-orp—Bill Perry .... CTN
Gasoline Alley—d-4c-mat-orp—Dick Moores ..... CTN
Gil Thorp—d-4c-mat-orp—Jack Berrill ..... CTN
Good Earth Almanac—S-hps/tps/qps/pt-mat—
Mark Gregory ..... UNP
Good Old Days Antique Fairs—S-5c3½″/4c7½″-tps-
hpt-orp-mat—Erwin L. Hess ..... UFS
Gordo—dS-4c2⅛″-hps-tps-pt-mat—Gus Arriola ..... UFS
Grandpa's Boy—w-4c-mat-orp—Brad Anderson ..... SM
Grubby—4c-mat-orp—Warren Sattler ..... SM
***Gunner**—d-4c-Mat-orp—Alfredo Grossi and
Jose Salinas ..... KFS
***Hagar The Horrible**—d-4c; S-hps-tps-pt-qph-mat-orp—
Dik Browne ..... KFS
***Half Hitch**—d-4c; S-hps-tps-pt; mat-orp—
Hank Ketchum ..... KFS
Hardpan—w-4c2″-orp—J. Griswold ..... GRI
***Henry**—d-4c; S-hps-tps-pt-hpt-qph; mat-orp—
John Liney and Don Trachte ..... KFS
***Hi and Lois**—d-4c; S-hps-tps-pt-hpt-qph—
Mort Walker and Dik Browne ..... KFS
***Hubert**—d-2c-4c; S-hpt-tps; mat-orp—Dick Wingert . KFS
Inspector Dayton—d-4c2½″-mat-orp—Geo. Thatcher .. PF
Jackson Twins—d-4c/5c2¼″—orp-mat; S-hps-tps-
qph-orp-mat—Dick Brooks ..... MCN
Jeff Cobb—dexS-4c2½″-mat-orp-mail—Pete Hoffman .. GFC
Jericho Jones—dex.S-4c2⅛″-mat-orp—Stephen
C. Graham and Kirk A. Luehrs ..... TFI
Joe Palooka—dexS-4c2¼″-orp-mat—Tony DiPreta .. MCN
***Johnny Hazard**—d-4c; S-hps-tps; mat-orp—
Frank Robbins ..... KFS
Johnny Wonder—S-hps-tps-pt-orp-mat—Dick Rogers .. NEA
Johnny Wonder—d-4c3″/2c6⅛″-orp-mat—Dick Rogers EF
Judge Parker—d-4c2″/5c2½″-orp-mat; S-pt-hps-tps-qps-orp-
mat—Dr. N. P. Dallis & Harold Le Doux ..... PHS
Junior Whil—S-tps-hpt-color-ill—Hal Kaufman ..... KFS
Kelly Daily—dex.S-4c-mat—Jack Moore ..... UNP
Kelly Sunday—S-hps/tps/qps/pt/hpt-mat—
Jack Moore ..... UNP
Kerry Drake—d4c2″/5c2½″-orp-mat; S-hps-tps-
qps-pt-orp-mat—Alfred Andriola ..... PHS
Kisses—d-4c2½″-mat-orp—Vivian Greene ..... RTS
Life With Rimples—w-2c4¾″/4c2½-orp-mat ..... CEF
Li'l Abner—d-4c-5c-mat-orp; S-hps-tps-pt-qph-mat-orp—
Al Capp ..... CTN
Little Eve—dexS-4c1¼″-mat-orp-mail—Jollita ..... GFC
Little Farmer—w-4c-mat-orp—Kern Pederson ..... SM
***Little Iodine**—S-tps-hpt-qph-qp-box; mat-orp—
Bob Dunn and Hy Eisman ..... KFS
Little Orphan Annie—d-4c-5c-mat-orp; S-tps-pt-qph-
mat-orp ..... CTN
Little Pedro—dexS-4c2½″-mat-orp-mail—
William de la Torre ..... LAT
Little Sport—dex-S4c1¼″-mat-orp-mail—John Rouson GFC
Lolly—d-4c-mat-orp; S-hpt-tps-mat-orp—Pete Hansen . CTN
Louie—d-4c-mat-orp; S-tps-pt-hpt-mat-orp—
Harry Hanan ..... CTN
Love Is . . .—(d-1c3″-mat-orp-mail (S-4 color hps/tps/
pt/hpt-mat-orp-mail) ..... LAT
Luther—6tw-4c1¾″-mat-orp-mail—
Brumsic Brandon, Jr. ..... LAT
***Mandrake The Magician**—d-4c; S-hpt-tps; mat-orp—
Lee Falk and Fred Fredericks ..... KFS
Mark Trail—d-4c2″/5c2½″-orp-mat; S-hps-tps-
pt-qps-orp-mat—Ed Dodd ..... PHS
Marmaduke—d2c5″-mat-orp; S-tps-qps-mat-orp
—Brad Anderson ..... NNS
Mary Worth—4c2″/5c2½″-orp-mat; S-hps-tps-pt-qps-
orp-mat—Allen & John Sanders and Ken Ernst .... PHS
Mayor Maynot—w-4c2½″-orp-mat ..... CEF
Medicare—dexS-2c3¼″-mat-orp—Reamer Keller ..... AD
Mickey Finn—d-4c2¼″-orp-mat; S-hps-tps-pt-orp-
mat—Morris Weiss ..... MCN
***Mickey Mouse**—d-4c; S-hps-tps-hpt-qph-mat-orp—
Walt Disney ..... KFS
Miss Peach—d-4c2″-orp-mat; S-tps-hpt-sph-spv-
qpv-orp-mat—Mell Lazarus ..... PHS
***Mr. Abernathy**—d-4c; S-tps-hpt; mat-orp—
Ralson Jones and Frank Ridgeway ..... KFS
Mixed Singles—dS-4c2⅛″-hps-tps-pt-qps-orp-mat—Bill
Brown & Mel Casson ..... UFS
Moco—dexS-4c2½″-mat-orp-mail—Mogenson and
Cornelius ..... LAT

CLASSIFICATIONS OF FEATURES

Momma—d-4c2″-orp-mat; S-tps-hpt-sph-spv-qpv-mat-orp—Mell Lazarus ..... PHS
Moon Mullins—d-4c-mat-orp; S-pt-tps-hpt-mat-orp—Ferd Johnson ..... CTN
***Moose Miller**—d-4c; S-tps-hpt-mat-orp—Bob Weber — KFS
Mostly Male—s-pt-hps-tps-mat-orp—Doc Goodwin .. DF
Mutt & Jeff—d-4c2½″-mat-orp; S-hps-tps-pt-mat-orp—Al Smith ..... MCN
***Nancy**—dS-4c⅛″/5c2⅜″-pt-hps-tps-hpt-qps-mat-orp—Ernie Bushmiller ..... UFS
Natureburn—S-tps-hps-mat-orp—John Hazlett and Edward S. Thomas ..... DF
Norbert—d-4c2⅛″-orp-mat—George Fett ..... UFS
Nubbin—d-4c-mat-orp—James Burnett and Henry Boltinoff ..... KFS
Off The Record Page—S-hps-tps-pt-sph-qps-hpt-spv-mat-orp ..... RTS
On Stage—d-4c-mat-orp; S-qph-tps-pt-mat-orp—Leonard Starr ..... CTN
Our Boarding House—d-2c-3¾″-orp-mat; S-hps-tps-pt-hpt-orp-mat—Les Carroll & Tom McCormick ..... NEA
Our New Age—S-pt-hps-tps-orp-mat—Gene Fawcette ..... PHS
Out Our Way—d-2c3¾″-orp-mat—Negley Cochran; S-hps-tps-pt-hpt-orp-mat—Ed Sullivan ..... NEA
***Peanuts**—dS-4c1½″/5c1¾″-hpts-tps-pt-hpt-qps—Charles M. Shulz ..... UFS
People & Places (And Some Other Things)—dexS-var-xerox—W. F. (Pete) Powell ..... POW
Perkins—dexS-4c1¾″-mat-orp—John Miles ..... RTS
Philip's Flock—S-4c2″-mat-orp—Doc Goodwin ..... CHR
Pistachios—d-ps-orp-ill—Sematones ..... BPS
Pistachios—d-4c2⅛″-mat-orp—Fran Sematones ..... SEM
Pilgrims—dex.S-4c2⅛″-mat-orp—Stephen C. Graham and Kirk A. Luehrs ..... TFI
Pogo—d-4c2″/5c2½″-orp-mat; S-hps-tps-pt-qps-orp-mat—Steve & Selby Kelly ..... PHS
Point of View—w-600-orp-ocr—Don Freeman ..... CNS
***Ponytail**—d-2c-mat-orp; S-hpt-tps-mat-orp—Lee Holley ..... KFS
***Popeye**—d-4c; S-hps-tps-pt-mat-orp—Bud Sagendorf . KFS
Pops—w-4c-mat-orp—George Wolfe ..... SM
***Prince Valiant**—S-hps-tps-pt-mat-orp—Hal Foster ..... KFS
Priscilla's Pop—d-4c2⅛″mat-orp; S-hps-pts-pt-mat-orp—Al Vermeer ..... NEA
Professor Phumble—d-4c-mat-orp—Bill Yates ..... KFS
Quincy—d-4c-mat-orp—Ted Shearer ..... KFS
Red Pepper—w-4c2″-orp-mat—Pat Anderson ..... AND
***Redeye**—d-4c; S-tps-hpt-qph; mat-orp—Gordon Bess KFS
Retirement Is . . . —dexS-1c3¼″-mat-orp—Eugene Carr ..... NNS
Rex Morgan, M. D.—d-4c2″/5c2½″-orp-mat; S-hps-tps-pt-qps-orp-mat—Dr. N. P. Dallis, Marvin Bradley & Frank Edgington ..... PHS
Rick O Shay—d-4c-mat-orp; S-tps-hpt-mat-orp—Stan Lynde ..... CTN
***Rip Kirby**—d-4c-mat-orp—John Prentice and Fred Dickenson ..... KFS
***Ripley's Believe It Or NOT"**—d-2c; S-hpt-tps-qph-mat-orp ..... KFS
Rivets—d-4c2″/8c2½″-orp-mat; S-pt-hps-tps-pt-hpt-orp-mat—George Sixta ..... PHS
Rural Delivery—w-4c-orp-mat—Al Smith ..... SM
Sam Scout—d-4c/S-sph-mat-orp—Len Glasgow ..... WOR
Sammy Lump—sw-4c2″-orp—Don Knudsen ..... UNN
Sandy—dexS-sph-orp-mat—James Unwin ..... HPS
***Scamp**—d-4c; S-hpt-tps-mat-orp—Walt Disney ..... KFS
Sea Rations—6tw-4c3″-orp—James Estes ..... STT
***Secret Agent Corrigan**—d4c-mat-orp—Al Williamson and Archie Goodwin ..... KFS
***Sesame Street**—d-4c; S-hps-tps-pt—Cliff Roberts and The Children's TV Workshop ..... KFS
Short Ribs—d-4c1¾″/1c6½″-mat-orp; S-hps-tps-qps-pt-hpt-mat-orp—Frank Hill ..... NEA
Signs of the Times—6tw-3c-mat-orp—Val Valentine ..CTN
Small Society—(d-3c2¼″/4c2¼″-mat-orp) (S-hps-hpt-mat-orp)—Morrie Brickman ..... WSS
Smidgens—dexS-4c7″-mat-orp—Bob Corday ..... NNS
Smith Family—dS-4c2″-tps-qps-orp-mat—George Smith ..... WSS
South Sea Girl—d-4c2½″-mat-orp—Thorne Stevenson ..... PF
***Steve Canyon**—d-4c-5c; S-hps-tps-pt-qph-mat-orp—Milton Caniff ..... MIL
Steve Canyon—d-4c2″/5c2½″-mat-orp; S-hps-tps-pt-mat-orp—Milton Caniff ..... PHS
Steve Roper—d-4c2″/5c2½″-orp-mat; S-hps-tps-pt-qps-orp-mat—William Overgard & Allen and John Saunders ..... PHS
Tank McNamara Daily—dex.S-4c-mat—Jeff Millar and Bill Hinds ..... UNP
Tank McNamara Sunday—S-hps/tps/qps/pt/hpt-mat—Jeff Millar and Bill Hinds ..... UNP
***Tarzan**—dS-4c2⅛″-hps-tps-pt-orp-mat—Edgar Rice Burroughs ..... UFS
The Ant Hill ..... AG
The Berrys—d-4c2″-orp-mat; S-hps-tps-pt-hpt-orp-mat—Carl Grubert ..... PHS
The Born Loser—d-4c2⅛″-mat-orp; S-hps-tps-qps-pt-orp-mat—Art Sansom ..... NEA
The Bosleys—w-5c9½″-4c7½″-hpt-tps-orp-mat—John Stees ..... UFS
The Chargers—dexS-3c/4c-orp—Ross Bunch ..... CEN
***The Dropouts**—dS-4c2⅛″/pt-hps-tps-qps-orp-mat—Howard Post ..... UFS
The Flop Family—d-4c-mat-orp—George O. Swanson ..... KFS
The Genius—d-4c; S-tps-hpt-mat-orp—Oldden ..... KFS
The Hawk—d-4c2½″-mat-orp—Rod Maxwell ..... PF
***The Heart Of Juliet Jones**—d-4c; S-hpt-tps-qph-mat-orp—Stan Drake ..... KFS
***The Katzenjammer Kids**—S-tps-hpt-mat-orp—Joe Musial ..... KFS
***The Little King**—S-tps-hpt-mat-orp—Otto Soglow .. KFS
***The Little Woman**—d-1c-2c; S-hpt-tps-mat-orp—Don Tobin ..... KFS
***The Lockhorns**—d-2c; S-tps-hpt-mat-orp—William P Hoest ..... KFS
The Phantom—d-4c; S-hps-tps-pt-hpt-qph-mat-orp—Lee Falk and Seymour Berry ..... KFS
The Ryatts—d-4c2″/5c2½″-orp-mat; S-hps-tps-pt-orp-mat—Jack Elrod ..... PHS
The Shrewd Nude—w-50/100-mim—John Milton Hagen GNF
The Small Society—d-3c/4c; S-tps-hpt-color-4 col.-bl.-mat-orp—Morrie Brickman ..... KFS
The Smith Family—dS-4c2″-tps-mat-orp—Mr. & Mrs. George Smith ..... MIL
The Smith Family—(d-4c2¼″-mat-orp) (S-tps-mat-orp)—Mr. & Mrs. George Smith ..... WSS
The Wizard of Id—S-4c/5c-orp—Parker & Hart ..... MIL
The Wizard of Id—d-4c2″/5c-2½″-orp-mat; S-hps-tps-pt-hpt—Brant Parker & Johnny Hart ..... PHS
***There Oughta Be A Law**—d-3c3¾″-mat-orp; S-hps-tps-qps-hpt-orn-mat—Warren Whipple ..... UFS
***They'll Do It Every Time**—d-2c; S-tps-hps-pt; mat-orp—Bob Dunn & Al Scaduto ..... KFS
This Week In Astrology—S-hps-tps-tp-orp-mat—Bernice Bede Osol & Elmarine Hanratty ..... NEA
Thornsby—dexS-2c5″-mat-orp—Fred McLaren ..... NNS
Those Were The Days—w-4c-mat-orp—Art Beeman .. SM
***Tiger**—d-4c; S-tps-hpt-qph-;mat-orp—Bud Blake .... KFS
***Tim Tyler's Luck**—d-4c; mat-orp—James R. Young ..... KFS
***Treasury of Classic Tales**—S-hps-tps-pt-mat-orp—Walt Disney ..... KFS
***Trudy**—d-2c; S-tps-hpt-mat-orp—Jerry Marcus ..... KFS
Tumbleweeds—d-4c; S-tps-hpt-qph-mat-orp—Tom K. Ryan ..... KFS-LLS
Twitch—w-4c-mat-orp—Howard Rands ..... SM
Uncle Charlie—dex. S-4c-mat-orp—Peter Laing ..... WSS
Uncle Charlie—d-4c2″-mat-orp—Peter Laing ..... MIL
Wee Pals—d-4c; S-tps-hpt-mat-orp—Morrie Turner ..... KFS-LLS
Winnie Winkle—d-4c-mat-orp; S-tps-hpt-mat-orp ... CTN
Winthtrop—d-4c2⅛″-mat-orp; S-hps-tps-pt-mat-orp—Dick Cavalli ..... NEA
Wonderword—dS (d-2c) (S-tps, hpt) mat-orp—Jo Ouellet ..... CTN
Wonderword—S-hpt-tps-orp-mat—Jo Ouellet ..... CWF
Woddy's World—dexS-2c5″-mat-orp—John Holm .... NNS
Yankee Doodles—(d-4c2¼″-mat-orp-mail) (S-4 color-hps/tps/qps-mat-orp-mail) Ben, Don & Fred .. LAT
Yogi Bear—S-pt-hps-tps-pt-qps-orp-mat—Hanna Barbera Productions ..... MCN

CULTURAL

Art, Entertainment, Literature Poetry, Theatre
(See Columns—Classification No. 11)

13—EDITORIAL (TEXT)

All That Glitters—tw-700-wire-ocr—Vic Gold ..... PHS
An Editor's Outlook—w-750-mim-ocr-mail—Jenkin Lloyd Jones ..... GFC
Behind the Scenes at the United Nations—w-spv-var-mim—David Horowitz ..... WUP
Between the Lines—500/650-mim—Edith Kermit Roosevelt ..... ROO
Borowiec On Mideast—occ-600/750-mim-telex—Andrew Borowiec ..... FRY
Capital Stuff—5tw-500-orp—Jerry Greene, Jim Wieghart, Paul Healy, Jerome Cahill ..... CTN
Capital Fare—dex. sat & S-600-mim—Andrew Tully .. MCN
Carl Rowan—tw-750-wire-ocr—Carl T. Rowan ..... PHS
Christian Science Monitor News & Photo Service—5tw-var-lgp-ocr ..... RTS
Church & State Separation—S-500-man-mim—Ronald E. Hestand, Ph.D. ..... HUM
Daily News Record Service—5tw-mail ..... FA
Dalton Camp—w-700-mim—Dalton Camp ..... TSS
Dateline: U.N.—w-750-mim-ocr-orp-Lc-mail-wire-tts-tel—Louis Halasz ..... NANA
Dennis Warner Column—occ-750-ocr—Dennis Warner .. RTS
Diplomatic Pouch—occ-750/1500-ill-mim-telex-various authors ..... FRY
Don MacLean—6tw-750-mim-ocr-orp-Lc-mail-wire-tts-tel—Don MacLean ..... UFS
Douglas Fisher Column—tw-600-mim—Douglas Fisher SUN
Editor's Associate—cont-var-man-mim—T. Jerome Bishop ..... BIS
Editorial Service—3tw-1300-mim—Staff ..... TAB
Editorials—5tw-400-orp-ocr—Staff ..... CNS
Editorials—w-1c15″-orp—Edward H. Sims ..... EDG
Editorials—w-2c44½″-orp—Edward N. Sims ..... EDC
Etc. & P.S.—eom-300-man—Irma Ganz Miller ... SA-JLS
Everyday Editorials—5tw-1800-mim-mail—M. F. Bourialy & Staff ..... GLS
Eyes On Tomorrow—5tw-500-mim-lgp—Philippa Ruth ..... WOR
Federal Corner—S-600-orp—Routhac Hamilton ..... DF
Frank van der Linden—3tw-850-mim-ocr-orp-mail-Lc-wire-tts-tel—Frank van der Linden ..... UFS
Gus Tyler—3tw-600-mail-mim-Lc-orp-ocr-wire-tts-tel—Gus Tyler ..... UFS
Harper's Newspaper Service—m-6000-ocr ..... RTS
Hayakawa Column—w-750-ocr—S. I. Hayakawa ..... RTS
Henry J. Taylor—3tw-800-mim-ocr-orp-mail-Lc-wire-tts-tel—Henry J. Taylor ..... UFS
Holmes Alexander Column—dex. sat & S-600-mim—Holmes Alexander ..... MCN
Home Furnishings Daily Service—5tw-mail ..... FA
Inside Labor—5tw-700-ocr—Victor Riesel ..... PHS
Inside Report—5tw-800-mim-wire-ocr—Rowland Evans & Robert Novak ..... PHS
Inside Washington—sw-800-ocr—Robert S. Allen ..... PHS
Interpretive Report—3tw-750-ocr—Richard Wilson ... RTS
It's My Opinion—2tw-750-mim—Irene Corbally Kuhn .. CF
Jack Anderson's Weekly Special—w-800-orp-ocr-mim-Lc-mail-wire-tts-tel—Jack Anderson ..... UFS
Janeway Economic Service—4tw-700-ocr—Eliot Janeway ..... CTN
Jesse Jackson At Large—3tw-500-mim-tt—Rev. Jesse L. Jackson ..... BLP
Jim Fain Column—3tw-550-orp-ill—Jim Fain ..... ASI
John D. Lofton, Jr.—3tw-600-mail-mim-Lc-ocr-orp-ill-wire-tts-tel—John D. Lofton, Jr. ..... UFS
Kohlmeier Column—3tw-700-mim-ocr—Louis Kohlmeier CTN
London Economist News Service—5tw-var-orp-tape-ocr-ill—Economist of London ..... NEA
London Express Feature Service—2tw-5000-mim-Lc-mail-tts-wire ..... UFS
London Express News Report—6tw-10,000/var-mim-Lc-mail-tts-wire ..... UFS
Low Down From The Congressional Record—w-500-mim-orp-mat—Joe Crump ..... CRU
Lowell Ponte Column—3tw-600-mim—Lowell Ponte .. MCN
M. Stanton Evans—3tw-700-mim-ocr-Lc-mail-orp-wire-tts-tel—M. Stanton Evans ..... NANA
Microscoops—6tw-100-mim-ocr-orp-Lc-mail-wire-tts-tel—Don MacLean ..... UFS
NANA News Service—5tw-20,000-mim-ocr-orp-Lc-mail-wire-tts-tel ..... NANA
National Whirligig—3tw-850-mim-ocr-rop-Lc-mail-wire-tts-tel—Ernest Cuneo ..... NANA
National Whirligig—3tw-850-mim-ocr—Ernest Cuneo .. UFS
News Focus—2tw-650-wire-ocr—Charles Bartlett .. PHS
Newsfeatures—d-var-orp-ill-ilm-tape-ocr—Staff ..... NEA
Norton Mockridge—5tw-mim-ocr-orp-Lc-mail-wire-tts-tel—Norton Mockridge ..... UFS
Oakley Commentary Column—5tw-orp-tape-ocr—Don Oakley ..... NEA
Of Arms and Men—2tw-850-mim-ocr-orp-lc-wire-tts-tel—Col. Robert D. Heinl ..... NANA
Op-Ed—d-orp—Various Authors ..... NYT
Our Man In The White House—w-500-ocr-mim—Lester Kinsolving ..... NNS
Outrider—tw-ocr—Gary Wills ..... UNR
People and Values—sw-ocr—Andrew Greeley ..... UNP
Political Futures—occ-750-mim-ocr-orp-Lc-mail-wire-tts-tel—Louis M. Bean ..... NANA
Potomac Fever—dexS-150-ocr—Pat Maham ..... RTS
Reader Specials—occ-ill-Lc ..... KFS
Right Angle—tw-ocr—Paul Greenberg ..... UNP
Say It Straigrt—w-600-mim-ocr-orp-Lc-wire-tts-tel—Victor Lasky ..... NANA
Senator Soaper—6tw-100-mim-ocr-orp-Lc-mail-wire-tts-tel—Bill Vaughan ..... NANA
Soviet World—occ-750-mim-ocr-Lc-mail-wire-tts-tel—Eugene Lyons ..... NANA

Spotlight Service—dS-750-mim-igp-ocr-orp-wire-tts-tel ..... UFS
Strictly Personal—5tw-500-ocr—Marilyn & Hy Gardner PHS
The Conservative Advocate—tw-ocr—William Rusher .. UNP
The Best Of The Week Editorials—w-var-orp ..... AMW
The Harris Survey—2tw-750-mim-ocr—Louis Harris ... CTN
The Humanist Viewpoint—cont-500-man-mim—Ronald E. Hestand, Ph.D. ..... HUM
The Nation—3tw-700-mim-ocr-orp-mail-Lc-wire-tts-tel—Martin F. Nolan ..... UFS
Today At The World—dex. sat.-qpt-wire—Jeffrey Barron ..... TOP
V.I.P.—3tw-500-mim-ocr—Maxine Cheshire ..... CTN
Vaughan At Large—3tw-800-ocr-orp-mim-Lc-mail-wire-tts-tel—Bill Vaughan ..... UFS
Virginia Payette—3tw-800-mim-ocr-orp-mail-Lc-wire-tts-tel—Virginia Payette ..... UFS
W-Service—eoS-mail ..... FA
Wagner Editorial Column—sw-400-xerox-mail—Philip Wagner ..... WAG
Washington Calling—2tw-900-orp-mail-Lc-wire-tts-tel-ocr-mim—Marquis Childs ..... UFS
Washington Insight—tw-700-wire-ocr—Joseph Kraft ..... PHS
Washington Merry Go-Round—dS-800-orp-ocr-mim-Lc-mail-wire-tts-tel—Jack Anderson ..... UFS
Washington Report—occ-600-mim-ocr-Lc-mail-wire-tts-tel—J. F. ter Horst ..... NANA
Watch On Washington—w-1000-ocr—Clark Mollenhoff ..... RTS
Westell Report—w-750-mim—Anthony Westell ..... TSS
Wilkens Column—w-500-ocr—Roy Wilkins ..... RTS
Will Rogers Says—5tw-varies-orp-ocr—Bryan Sterling . RTS
With The People—tw-ocr—Chuck Stone ..... UNP
Women's Wear Daily Service—5tw-mail-igp ..... FA
World Horizons—Sunday feature package-S-12,000-tt—Staff ..... UPI
World in Focus, The—S-700/800-mim-xerox—William R. Frye ..... FRY
Worth Repeating—d-25-ocr—Heron Liddle ..... RTS
Yost Column, Charles W.—w-800-mim-telex—Ambassador Charles W. Yost ..... FRY

14—EDITORIAL CARTOONS

Adam's World—3tw-2c5"-orp-mat—Wayne Phillips ..... CF
Alexander Local Cartoons—w-2c4"/3c6"-orp—Jerry Alexander ..... ALX
Andy Donato Daily—tw-4c7"-orp-mat—Andy Donato ..... SUN
Andy Donato Weekly—w-3c4"-orp-mat—Andy Donato ..... SUN
Another View—d-14emsx2¾"-2c4½"-tps-hpt,orp-mat—John Stees ..... UFS
Auth Editorial Cartoons—3tw-4c-orp-mat—Tony Auth .. CTN
Barron Cartoons—3tw-4c6"-mat-orp—Sid Barron .... TSS
Below Olympus—5tw-2c5"-mat-orp-mail—Frank Interlandi ..... LAT
Ben Wicks Cartoon—dS. 1c3"/1½c4"¾orp-mat—Ben Wicks ..... SUN
Berry's World—d-2c-5¾"-mat-orp; S-tps-qps-hpt-mat-orp— Jim Berry ..... NEA
Bierman—3tw-4c-orp—Bob Bierman ..... MIL
Blaine—3tw-3c/4c-orp—Blaine ..... MIL
Bob Monks—3tw-3c-orp—Bob Monks ..... MIL
Bouloubasis—cont-spy-orp—Tinos Rakis ..... MCF
Buescher Editorial Cartoons—6tw-2c-3c-mat-orp—Alfred J. Buescher ..... KFS
Caricature Service—sw-1c2¼"/½c1¼"-mat-orp-mail—Dick Wright ..... LAT
Cartoon Comments On Illinois Politics and Government—w-3c6"-mat-orp—Arthur A. Henrikson ..... HEN
Cartooncatures—dex-S-4x5"-orp-mat—Sarge O'Neill .. SOU
Cartoons—w-2c5"-orp—McElhattan ..... AMW
Chambers—3tw-3c/5c-orp—Robert Chambers ..... MIL
Christian Science Monitor News & Photo Service—5tw-var-igp-ocr ..... RTS
College Press Service—sw-7400-man-ill-mail ..... CPS
Conrad Editorial Cartoon—5tw-3c6"-orp-mat-mail—Paul Conrad ..... LAT
Corky Editorial Cartoon—sw-3c5"-mat-orp-mail—Corky Trinidad ..... LAT
Country Parson—dex.S-1c4"-mat-orp—Frank Clark ..... RTS
Crawford Cartoon—5tw-3c6¼"-mat-orp—Bill Crawford ..... NEA
Crockett Editorial Cartoon—5tw-3c6"-mat-orp Gib Crockett ..... WSS
Curtis Cartoons—5tw-3c4"-4c5"-orp-mat—Tom Curtis ..... RTS
Darcy Editorial Cartoon—5tw-3c8"-mat-orp-mail—Tom Darcy ..... LAT
Doug Sneyd—5tw-2c3½"-mat-orp—Doug Sneyd ..... TSS
Doug Wright—2tw-5c-orp—Doug Wright ..... MIL
Editorial Cartoon—w-3c-orp—Boyd & Wood ..... MGN
Editorial Cartoon—w-orp—Bob McGovern ..... NCF
Editorial Cartoon—w-2c/3c-mat-orp—Dick Hodgins, Sr. . SM
Editorial Cartoon—w-2-3¾"/3c5½"-orp-mat-ill—Staff ..... CSP
Editorial Cartoon—5tw-3c6½"-mat-igp— Ralph Yoes CNS
Editorial Cartoon—w-2c4"-orp—Earl Wolf ..... NCF
Editorial Cartoon—5tw-3c7"-mat-igp—Jim Knudson .. CNS
Editorial Cartoons—w-3c6"/2c4"-mat-orp—Here Ficklen ..... AVA
Editorial Cartoons—dS-3c6"-mat-orp—Eugene Craig & Doc Goodwin ..... DF
Editorial Cartoons—5tw-3c6"-mat-igp—Doug Borgstedt ..... CNS
Editorial Page Caatoon—dexS-orp—Milt Morris ..... APN
Editorial Strip Cartoon—w-4c-orp—Boyd & Wood .. MGN
Eye On Science—w-3c4½"-orp—John Lane ..... ESN
Faces In The News—d-½c2"/1c4"-orp-igp-mat-mail—Frank C. Murphy ..... DIS
Feiffer Cartoons—w-5c/6c-orp-mat—Jules Feiffer ..... PHS
Fischetti—5tw-3c/4c-orp—Fischetti ..... MIL
Fischetti Editorial Cartoons—5tw-3c-4c-mat-orp—John Fischetti ..... PHS
Gamble Cartoons—3tw-6"x8"-mat-orp—Ed Gamble ..... RTS
Gene Basset—dexS-3c-var/4c-var-orp-mat—Gene Basset UFS
Grant Editorial Cartoon—6tw-3c8"-mat-orp-mail—Lou Grant ..... LAT
Graysmith—tw-4c6"-mat-orp—Robert Graysmith ..... CHR
Haynie Editorial Cartoon—5tw-2c5"-mat-orp-mail—Hugh Haynie ..... LAT
Herblock Editorial Cartoons—5tw-2c-3c-mat-ocr—Herbert L. Block ..... PHS
Hesse Editorial Cartoon—5tw-3c8"-mat-orp-mail—Don Hesse ..... LAT
Houston, C. P.—5tw-2c4"/3c6"-mat-orp—Clyde Peterson ..... RTS
Justus Long—8tw-3c6¾"-mat-orp—Roy Justus & Scott Long ..... RTS
Kudlaty Cartoon—ocr-3c6¼"-mat-orp—Ed Kudlaty .. NEA
Lane Cartoon—2tw-3c6¼"-orp-mat—John Lane ..... NEA
Lumpits—dex.S-1c2"-orp-mat—Mal Hancock ..... WSS
MacNelly Editorial Cartoons—3tw-4c-orp-mat—Jeff McNelly ..... CTN
Lurie's Opinion—d-orp—Ranan Lurie ..... NYT
MacPherson Cartoons—3tw-4c6"-mat-orp—Duncan MacPherson ..... TSS
Mauldin Editorial Cartoon—5tw-2c-3c-mat-orp—Bill Mauldin ..... PHS
Mr. Politician—w-orp—Ranan Lurie ..... NYT
Mike Peters—4tw-3c3½"/4c5"-orp-mat—Mike Peters .. UFS
Notes on the News—dexS-1c2¾"-orp-mat—Charles D. Pearson ..... PEA-MIL
Oliphant Editorial Cartoon—3c3"/4c4"-mat-orp-mail—Pat Oliphant ..... LAT
Paul Szep Editorial Cartoon—dex sat. & S-3c6½"-orp-mat—Paul Szep ..... MCN
Pick of Punch—dexS-2c4"-mat-orp-mail—Punch Magazine Contributors ..... LAT
Poinier Cartoons—dexS-3c7"-orp-mat—Art Poinier ... UFS
Point of View—w-600-mim-orp-ocr—Don Freeman .. CNS
Ron Robb Editorial—w-7"x7"-orp—Ron Robb ..... SAW
Sanders Editorial Cartoon—5tw-3c-mat-orp—Bill Sanders ..... PHS
Sidebarbs—w-4c1½"-orp-mat—Clyde Peterson ..... RTS
Signs of the Times—6tw-3c-mat-orp—Val Valentine .. CTN
Small Society—dS-(d-3c1½"/4c2¼"-orp-mat)(S-hps-hpt-orp-mat)—Morrie Brickman ..... WSS
Stampede—w-2c6"-orp-mail—Jerry Palen ..... KSF
Stayskal Editorial Cartoons—5tw-3c-orp-mat—Wayne Stayskal ..... CTN
Still Life—d-1c-2c-mat-orp—Jerry Robinson .....CTN
The Living Scriptures—w-2c4½"/3c6½"-orp-mat-mail-ill—Jack Hamm ..... REL
The Small Society—d-3c-4c; S-tps-hpt-color 4c-bl.—Morrie Brickman ..... KFS
Thoughts of Man—d-1c3"-mat-orp—William Summers & Jim Ivey ..... CTN
Uluschak—3tw-4c-mat-orp—E. D. Uluschak ..... MIL
Walk On—6tw-2c-mat-orp—Mel Williamson & George Ford ..... CTN
Wicks Editorial Cartoon—8tw-1c3"/1½c4"-mat-orp-mail—Ben Wicks ..... LAT
Wright Editorial Cartoon—5tw-4c5"-orp—Don Wright WSS
Your Dreams—6tw-150-orp—Katy Crean ..... CTN
Zschiesche's Editorial Cartoons—5tw-3c-mat-orp—Robert D. Zschiesche ..... KFS

ECOLOGY
(See "Environment" No. 14B)

14A—EDUCATION

Ask A Teacher—k-500-mim—Ellen Holt ..... OHF
A Recipe For Communications—w/sm-125/175-xerox—Patricia Lavin ..... LAV
Ask Aunt Madge—dS-100-xerox-orp-mail—Madge Saksena ..... ASK
Birthday Quiz—dexS/w-300-xerox—Gordon B. Greb ..... NEF
Career Corner—3tw-600-orp—Joyce Lain Kennedy .. MCN
College Press Service—sw-7400-man-ill-mail ..... CPS
Communication Clinic—w/sm. 125/175-xerox—Patricia Lavin ..... LAV
Dr. Max Rafferty Column—sw-400-mim-ocr-mail—Dr. Max Rafferty ..... LAT
Education—cont-500-mim-man-wire-telex-mail—Robert I. Queen ..... PWF
Education Today—w-500/600-tt—Staff ..... UPI
Education Trends—S-500-man-mim—Ronald E. Hestand, Ph.D. ..... HUM
Enterprise Sunday Features—sm-size varies-mim-ocr-ill-igp—Various Authors ..... EF
Good Earth Almanac—S-hps/tps/qps/pt-mat—Mark Gregory ..... UNP
How To Use The Gold Between Your Ears—d/w-500-1000-mim—Dr. Whitt N. Schultz ..... KNF
Keeping Up—m-2c6"-man—Ethel Burge ..... BUR
Lesson In English—DexS/w-100/200-mim—W. L. Gordon ..... WLG
Let's Make—w-2c4"-orp—Ben Corey ..... HAR
Nothing But The Truth—w-2c-orp-mat—Russ Arnold ..... SM
100 Years Ago—w-400/500-mim-Parris Green ..... TAG
Parents & Children—3tw-300-ill-ocr-mat-mim—Arnold Arnold ..... NNS
Spotlight on Education—w-700-mim-ocr-orp-Lc-mail-wire-tts-tel—Dr. Benjamin Fine ..... NANA
The Constitution—d-500-mim—Porter Williamson .... MSC
Why You Behave That Way—w-500/600-xerox—S. V. Didato, Ph.D. ..... DID
You, Your Child, and School—w/d/3tw-500-mim—David Nydick ..... DAN
Your Child's Development—2tw-500-ocr-mim—Dr. Ronald Parker ..... NNS

14B—ENVIRONMENT ECOLOGY

Around The House With Jan Paul—w-var-mim—Jan S. Paul ..... PAU
Bob Sledd—dex S-200/250-xerox—Bob Sledd ..... CEN
College Press Service—sw-7400-man-ill-mail ..... CPS
Dear Teddy, Wash., D.C.—tw-400-xerox—Theodore Roosevelt Ogden ..... CEN
Ecology Line—w-qps-man-mim—Ed Dunckelmann .... INF
Ecology/Outdoor Roundup—w-750-mim-mail—Staff ....CAP
Energy World—S-500-tt—Staff ..... UPI
Environmental Notes—dS-400/var-xerox—W. F. (Pete) Powell ..... POW
Eye On Science—w-3c4½"-orp—John Lane ..... ESN
N-Vironment—w-400-mim-mail—Norm Davis ..... NMD
International Fisheries Market News—w/cont-3000-orp—Staff ..... WWI
Mother Earth News—tw-900-ilm-orp-ocr—John Shuttleworth ..... RTS
Old Farmer's Almanac—S-600-orp-mat ..... UFS
Our Energy Crisis—w-Lc—Dr. Lawrence Rocks & Dr. Richard Runyon ..... KFS
Our Environment—sw-750-mim-ore-mail—Jeff Stansbury and Edward Flatteau ..... LAT
Outdoor Guideposts—w-4c5"-orp—Fred Luks ..... OUG
Science & Technology—Ind-ps-man—Staff ..... IMN
Science Briefcase—w-800-mim—Staff ..... ESN
Science Features—atw-800-mim—Staff ..... ESN
Science In The News—occ-var-igp-mail—Sidney Polinsky AUN
Science Specials—qt-(5-6 part series—1000 words each)-orp-igp—Staff ..... ESN
The "E" Era—w-1c5"-orp-mat-ill—Staff ..... CSP
Your Best Years—tw-350/450-xerox—Dee Payne ... CEN

FARMING
(See Gardening—Classification No. 19)

15—FASHIONS

After A Fashion—3tw-900-mim-ill-ocr-orp-Le-mail-wire-tts-tel—Marian Christy ..... UFS
Ask Jennifer—2tw-600-mim-ill-ocr—Jennifer Anderson CTN
Austine La Mar Fashion Patterns—w-2c8-mat-orp-mail—Austine La Mar ..... GFC
Australian Home Journal—m-ps-orp-ill ..... OPS
Australian Women's Weekly—m-ps-rop-ill— ..... OPS
Beauty Plus Magazine from England—m-ps-orp-ill ..... OPS
Beauty Tips from Hollywood—w-500-orp-various show business personalities ..... BPS
Behind The Seams—w-2c10"-orp—Peggy Bendel ..... SUB
California Couture—m-250-mim-igp-mail—[California Designers] ..... LAT
Cleo Magazine from Australia—m-ps-orp-ill ..... OPS
Clotheslines—w-600-mim-ill-mail—Marylou ..... LAT
Daily News Record Service—5tw-mail ..... FA
Editorial Material and Pictures for Women's Pages .. UOP
Eleanor Lambert's She—3tw-300-500-mim-igp—Eleanor Lambert ..... PHS
Fascinating Fabrics—w-500-mim—Frances Dietrich .. MCN
Fashion—m-var-igp—Dina Dellale ..... EPS
Fashion & Beauty Tips—w-var-orp-tape-ocr—Staff ..... NEA
Fashion Face and Figure—w-5000-mim-ocr-ill-orp-Lc-wire-tts-tel—Florence de Santis ..... UFS
Fashion 'n Figure—cont-2c7"-orp-igp-mail—Paige Palmer ..... FAS
Fashion Now—tw-300/500-ocr-igp— Patricia Shelton PHS
Fashion Sense—w-500-mim—Norman Hartnell ..... ITP
Fashion Trends—occ-var-igp-mail—Helen Yarnell ..... AUN
Fashionette Patterns—w-2c5"-ocr ..... UFS
Fashions—w-1c3" orp—Louise ..... EDC
Fashions—w-750-mim—Joan Grady ..... ASC
Hennessy Column—w-600-orp-tape-ocr—Helen Hennessy NEA
Hooks and Needles—w-125-mim-igp-mail—Jane Derryberry ..... LAT
Inside Fashion—4tw-900-mim-igp—Eugenia Sheppard PHS
Live Within Income—tw-600-mim—Anne Taylor ..... APN
Look Smart!—w-500-ill-orp-ocr—Harry Juster ..... RTS
Lucille Rivers On Sewing—w750-mim—Lucille Rivers .. AD
Man To Man—w-550-mim-igp—Bill Thomas ..... CF
Market Comments—w-500-mim-ocr—Carl Ritter ..... CNS
Men's Fashions—w-1c6"-igp—Paul Hamlin ..... SPS
Men's Wear—w-500-orp—Walter Logan ..... UPI
Mohr About Fashion—eod-500-man-igp—Berta Mohr .. MOH
Needlepointers—S-ocr-ill—Daphne Ginnings ..... UNP
Newsfeatures—d-var-orp-ill-ilm-tape-ocr—Staff ..... NEA
Now —tw-1c7"-75-ill-orp-ocr—Gene Loyd ..... RTS
Patterns & Needlework—S-pt-hpt-orp-mat-Staff ..... NEA
Patterns & Polly's Pointers—S-tps-orp-mat—Staff .... NEA
Report From Paris—3tw-400-orp—Monique ..... CTN
Sew Biz—w-600/700-mim-ill—Julia C. McCombs ..... COE
Sew Like A Pro—w-850-orp—Roxane ..... APN
Sew What—w-1c8"-orp-mat-ill—Staff ..... CSP
Sew What's New—S-ocr-ill—Sandra Kelly ..... UNP
Stitchin' Time—w-500-orp-ilm-tape-ocr—Judy Love & Joanne Schrieber ..... NEA
The Fashion Strip—w-1c6"-igp-mail—Ethel Burge ..... BUR
The Stage Of Fashion—5w-400/500-xerox—Regina Carrol ..... CEN
Tobe Says—4tw-120-ocr—Tobe ..... PHS
W-Service—eoS-mail ..... FA
What Next—3tw-1c6"-igp—Paul Hamlin ..... SPS
Women's Wear Daily Service—5tw-igp-mail— ..... FA
Your Fashion Image—w-1c8"/var-ill-orp—Charlotte Wilkinson ..... YFI

FINANCIAL
(See "Business"—Classification No. 7)

16—FICTION

A Good Book To Read—d/w-500-man—Martin J. Ross ..... LAW
Best Sellers(Fiction & Non-Fiction)—w-hps-pt-orp/book form—various authors ..... BPS
Books-Into-Serials—Cont-occ-var-man-mim—.. various authors ..... CHA

Business of Writing—500-xeros-mail—
Victor A. Levine ..... SYN
Famous Short Stories—w-250/2000-orp—various authors BPS
Two-Minute Mysteries—Back Issues only (set of 24 available as a package) 300 words each-mim—
Donald J. Sobol ..... TM

17-FILLERS

About People—5tw-600-tt—Staff ..... UPI
According To Guinness—dexS-ocr—Norris and
Ross McWhirter ..... UNP
Anagrams—6tw-150-mail-Lc-mim-ocr-
orp-wire-tts-tel—Kevin Matthews ..... UFS
Barbs—dex.S-1c-var-orp-ilm-tape—Phil Pastoret ..... NEA
Barney's Blarney—d-200-mim—Barney Glazer ..... TCN
Better Filler Service—w-40 items (1 to 7 lines)-orp .. BFS
Between Us Girls—d-1c1"-ilm ..... AF
Book Review—m-tps-orp ..... MIN
Continental Diary—w-900-mim-ocr-orp-Lc-
mail-wire-tts-tel—Noel Anthony ..... NANA
Clyde Moore Says—dS-175-orp-xerox—Clyde Moore ..... DF
Column Closers—dex.S-orp-tape-ocr ..... NEA
Comic Dictionary—dS-10-ocr—Evan Escar ..... RTS
Fact Fillers—w-1c5"-orp-mat—Staff ..... CPS
Filler Material—m-ps-orp— ..... MIN
Fillers—w-1c-orp—Gus Wood ..... MGN
Fillers (12 pgs. of various sizes)—m-var-mim-mail ..... ROB
Flashback Camera—dS-1c1¼"-orp ..... AF
Fun With Figures—5tw-1c2"-mim-ill-mat-orp—
A. H. Hunter ..... SUN
Glasserfied Directory—w-m-5tw-var-mim—
Selma Glasser ..... GLA
Glazed Bits—d-200-mim—Barney Glazer ..... TCN
Good News Only—d/tw/w-600-xerox-mail—
Roger Sharp ..... CIT
Grab Bag—d/tw/w-100-xerox-mail—Fred Philcox ..... CIT
Grass Roots Clippings—w-200-mim—Kerwin Hoover ..... HTF
Have Fun—w-1c10"-mat-orp—Lee Bryan ..... BLA
Histo-Graphics—d-1c3"-orp—Julia McDowell ..... CFI
Homemaker's Newsletter—m-var-orp-ill-mail—
Gloria Pitzer ..... HAP
Ladies First—w-900-mim-ocr-orp-Lc-mail-
wire-tts-tel—Trixie Belmont ..... WNS
Love & Laughter—5tw-125-ocr-mim—Marjorie Holmes ..... NNS
Matters of Substance—cont-var-man-mim—
T. Jerome Bishop ..... BIS
Microscoops—6tw-100-mim-ocr-orp-Lc-
mail-wire-tts-tel—Don MacLean ..... UFS
New Washington Notes & Briefs & Smiles—w-1c4"—
Lillian Hughes ..... EDC
Neue Zurcher Zeitung—w-1000-mim—
Neue Zurcher Zeitung Contributors ..... SUN
Now You Know About—dexS-50-tt—Staff ..... UPI
Otto Sez—dS-1c1"-mim—Frank Nickens ..... HPS
Orben's Comedy Fillers—m-var-orp-mail—Robert Orben ..... COC
Pick Of Punch—dex.S-1c2"-orp-mat—
Punch Magazine Contributors ..... SUN
Quips & Quotes—w-var-xerox—Charles Petzold ..... PET
Quirks in the News—d-var-tt—Staff ..... UPI
Read and Remember—dexS/w-100-mim—
W. L. Gordon ..... WLG
Retakes—d-20-mim—Barney Glazer ..... TCN
Rosettes—dexS-2c2"-man—Elinor K. Rose ..... ROS
Scents of Humor—sw-25/200-xerox-mail—
Samuel P. Levine ..... LEV
Senator Soaper—6tw-100-mim-ocr-orp-Lc-
mail-wire-tts-tel—Bill Vaughan ..... NANA
Shorts—dex.S-orp-tape-ocr ..... NEA
Short Takes—w-50/1c3"-orp-ill-ilm—Staff ..... CEF
Sketches—dS-100-mim-ocr-mail—Ben Burroughs ..... GFC
Snappy Filler Service—w-ps/5c-Lc-orp-mail— ..... SFS
Special Shorts & Fillers—w-ps-orp—Staff ..... APN
Standard Fillers—w-2c-orp—Staff ..... STF
Strictly Fresh—w-50/1c3"orp-ill-ilm—Staff ..... CEF
Sugar and Spice—dexS-30-mim—Elinor K. Rose ..... AF
Terse-Verse—ocr-var-xerox—Elena ..... ELN
The Odd Couple—dex.S 75-orp ..... APN
This Day In History—6 tw-Lc ..... KFS
Thoughts—dexS-orp-tape-ocr ..... NEA
Timely Quotes—dex.S-orp-tape-ocr ..... NEA
Weatherette—dex.S-1c2"-orp-mat—Ted Martin ..... SUN
Women's World—4tw-150-mim-ocr-orp-mail-
wire-tts-tel—Iris Hartman ..... WNS
Word Game—7tw-150-mim-ocr-orp-mail-
Lc-wire-tts-tel—Kathleen Saxe ..... UFS
World Almanac Facts—dex.S-orp-tape—Staff ..... NEA
Worth Repeating—d-25-ocr—Heron Liddle ..... RTS

18—FOOD

All About Wine—w-500-orp—Ruth Ellen Church ..... CTN
Along The Food Trail—fn-600-orp-mim—The Bascomes ..... BA
Along The Wine Trail—fn-600-orp-mim—The Bascomes ..... BA
Around The House With Jan Paul—w-var-mim—
Jan S. Paul ..... PAU
Bev's Bits & Bites—w-var-orp-mat—
Beverly G. Anderson ..... HPP
Carolyn's Collections—w-250—Carolyn Anderson ..... AMW
Celebrity Cookbook—w-800-mim-lgp-ocr—Johna Blim ..... CTN
Chateau & Briand—w-1c10"/2c4"/4c2"-lgp—Spadea ..... SPS
Christian Science Monitor News & Photo Service—
5tw-varies-lgp-ocr ..... RTS
Clip 'n Cook—w-3c3"-orp-ill-ocr—Staff ..... CNS
Cooking—w-450-orp—Jeanne Lesem ..... UPI
Cooking Corner—w-500-mim-orp-lgp-ocr—Susan Delight ..... CNS
Cooking With Rojas-Lombardi—w-600-mim—
Rojas-Lombardi ..... ASC
Cook's Corner—w-ph-hps-orp-xerox—Lillian Hergesell ..... DF
Cupboard Chit-Chat—m-1000-mim—Betty Roberts ..... ICS
Eat and Grow Younger—24 part series-2c15"orp-ill-ilm—
Lelord Kordel ..... SPE
Eat, Drink & Be Merry—w-600-mim-ocr-orp-Lc-
mail-wire-tts-tel—Robert J. Misch ..... WNS
Eat Up and Slim Down—14 part series-3c10"-Lc-ill-ilm—
Lelord Kordel ..... SPE
Eat Your Troubles Away—20 part series-2c15"-Lc—
Lelord Kordel ..... SPE
Ecology Line—w-qps-man-mim—Ed Dunckelmann ..... INF
Editorial Material & Pictures For Womens Pages ..... UOP
Environmental Notes—dS-400/var—
W. F. (Pete) Powell ..... POW
Famous Recipes—w-250/750-orp-lgp-color—J. Sherrod ..... BPS
Fast Gourmet—w-500-mim-ocr-mail—Poppy Cannon ..... GFC
Food—m-var-lgp—Peggy Read ..... EPS
Food and Your Health—sw-350-mim-ocr-mail—
Frederick J. Stare, M.D. ..... LAT
Food Facts—w-2c/3c-ill-orp—Staff ..... LUI
Food for Americans—4tw-400-orp-ill-tape-ocr—
Aileen Claire ..... NEA
Food For Thought—3tw-mat-orp—Alice Denhoff ..... KFS
Food For Thought—2tw-600-mim-orp-ocr—
Dr. Jean Mayer ..... CTN
For The Consumer—2tw-750-mim-ocr-orp-Lc-
mail-wire-tts-tel—Sidney Margolius ..... WNS
Gourmet's Notebook—m-500-xerox-mail—
Rebecca Caruba ..... INP
Gourmet On A Budget—w-500-mim—
Sandal & Pritch English ..... ENG
Harper's Newspaper Service—m-6000-ocr ..... RTS
Heart Line—w-500-mim ..... CNS
Homemaker's Newsletter—m-var-orp-ill-mail—
Gloria Pitzer ..... HAP
In The Kitchen—w-50/1c3"-orp-ill-ilm—Staff ..... CEF
International Fisheries Market News—w/cont-3000-
orp—Staff ..... WWI
Kitchen Sampler—w-300/400-mim—Jane Mengenhauser ..... KSS
Let's Ask Cook—3tw-500-ocr—Nan Wiley ..... RTS
Let's Live Longer—12 part series-3c10"orp-ill-ilm—
Lelord Kordel ..... SPE
Maddox Column—w-400-orp-tape-ocr—Gaynor Maddox ..... NEA
Meichels—w-300-mim—Norma Barash ..... JTA
Minding The Hearth—w-500-mim-mail—Gloria Pitzer ..... HAP
Mom's Lunch—w-300/500-mim—Rose Irene Hammer ..... STH
Newsfeatures—d-var-orp-ill-ilm-tape-ocr—Staff ..... NEA
Notes From The Wine Cellar—w-350-mim-lgp—
Various Authors ..... GRN
On Wines—w-300/350-mim-lgp-ill—Bill Sonstein ..... SON
Organic Living—w-700-mim-ill-ocr—Robert Rodale ..... CTN
Recipe—w-1c6"-orp—Sarah Ann Sheridan ..... EDC
Skillet Club—w-350-mim-ocr-mail—Frank Kohler ..... GEC
Slim Gourmet—3tw-600-mim-orp-Lc-mail-wire-
tts-tel—Barbara Gibbons ..... UFS
Tasty Tales—w-4c8"/400-450-mim—Charles Rehns ..... REH
The Butcher—w-600-mim—Merle Ellis ..... CHR
The Cooking Corner—ocr-var-lgp-mail—Helga Brink ..... AUN
The Diet Workshop—w-2c10"-orp—Lois Lindauer ..... SUR
Tips On Tables—w-750/1000-mim—Ray Wilson ..... NEW
What's New In Foods—qt-ps-xerox-mail—
Phyllis Lasky ..... AEW
Wine Connoisseur—w-600-mim-ocr-mail—
Robert Lawrence Balzer ..... LAT
Wine Dignity—w-400-mim-orp-ocr—Mary Lester ..... CNS
Wine Primer—w-500-mim—Mark Pugner ..... TAG
Wine Q. & A.—w-500-orp—Ruth Ellen Church ..... CTN

19—GARDENING FARMING

Agricultural Roundup—w-750-mim-mail—Staff ..... CAP
Around The House With Jan Paul—w-var-mim—
Jan S. Paul ..... PAU
Backyard Gardener—tw-800-mim—Jon Peterson ..... BRK
Bradshaw On Gardening—w-600-mim—John Bradshaw ..... SUN
Do-It-Yourself—dS-sph-var-man-ill-lgp—Steve Ellingson ..... UB
Down To Earth—w-600-mim-lgp-mail—Walter Masson ..... DOW
Earthman—w-800-wire—Henry Mitchell ..... LTWP
Ecology Line—w-qps-man-mim—Ed Dunkelmann ..... INF
Garden Column—w-600-ill-mim-lgp—Walter Masson ..... MAS
Garden Column—w-700-wire—Tom Stevenson ..... LTWP
Gardner's Grapevine—w/cont-2c/3¼ x 8"-orp-lgp-mail—
Ernest F. Jessee ..... LWF
Gardening—S-450-rop—Irwin Jones ..... DF
Gardening—w-500-mim-ill—Fred Dale ..... TSS
Gardening For All—m-ps-orp-ill—
Magazines from England ..... OPS
Gardening Series—sea-var-orp-ill-ilm-tape-ocr ..... NEA
Gardens—w-450-mim-lgp-mail—Olive E. Allen ..... DHJ
Gardens & Queries—2tw-700-mat-ill—Art Kozelka ..... CTN
Green Talk—w-750-man-lgp—Jud Arnold ..... CWF
Indoor Gardening—w-500-ocr-ilm—
Katherine B. Walker ..... PHS
Indoor Gardening—w-500-mim-ill—Gay Nightingale ..... ITP
It's Your Landscape—w-600-ocr-ilm—
George Creed ..... PHS
Miracle Gardening—w-500-orp-lgp-color—
J. Finletter ..... BPS
Newsfeatures—d-var-orp-ill-ilm-tape-ocr—Staff ..... NEA
Natural Living—w-750-xerox—Beatrice Trum Hunter ..... SYN
On The Farm Front—dex.sat.-500-tt—
Bernard Brenner ..... UPI
Patterns For Better Living—dS-sph-man-ill-lgp—
Steve Ellingson ..... UB
Polly's Pointers—dS-450-orp-ill-ilm-tape-ocr—
Polly Cramer ..... NEA
Stampede—w-2c6"-orp-mail—Jerry Palen ..... KSF
The Green Thumb—w-600-man—
George & Katy Abraham ..... TGT
The Green Thumb Question Box—w-500—
George & Katy Abraham ..... TGT
The Jolly Green Thumb—w-2c7"-orp—
Ann Frances Dolan ..... SUB
U-Bild Enterprises—dS-var-man-mim-ill-lgp—
Steve Ellingson ..... UB
U-Bild It—dS-sph-man-ill-lgp—Steve Ellingson ..... UB
U-Bild It—dS-sph/var-man-ill-lgp—
Steve Ellingson ..... DF
U-Can Do It—dS-sph-var-lgp-ill-man—
Steve Ellingson ..... UB

GRAPHOLOGY
(See "Astrology"—Classification No. 1)

20—HEALTH

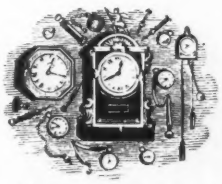
Alvarez & Welch Medical Clinic—4tw-750-ocr—
Dr. Walter Alvarez & Dr. William Welch ..... RTS
Around The House With Jan Paul—w-var-mim—
Jan S. Paul ..... PAU
Ask Dr. Brothers—7tw-Lc-orp—Dr. Joyce Brothers ..... KFS
Champion Athlete—dS-250/300-xerox—
Johnny Unitas & George Dintiman ..... CEN
Child Care—dexS-350-mim-ocr-mail—
William G. Crook, M.D. ..... GFC
Clear Talk—w-600-mim—Mary Alice Bennet ..... AF
Eat and Grow Younger—24 part series-2c15"-orp-ill-ilm—
Lelord Kordel ..... SPE
Eat Your Troubles Away—20 part series-2c15"-Lc—
Lelord Kordel ..... SPE
Enterprise Sunday Features—sm-varies-mim-ocr-
ill-lgp—Various Authors ..... EF
Exercise Series (5 parts)—cont-2500 words-ill-lgp—
Dr. Lindsay Curtis ..... NNS
Eye On Science—w-3c4½"-orp—John Lane ..... ESN
Fashion 'n Figure—cont-2c7"-orp-lgp-mail—
Paige Palmer ..... FAS
Feel Young Again—24 part series-3c10"orp-ill-ilm—
Lelord Kordel ..... SPE
Food And Your Health—sw-350-mim-ocr-mail—
Frederick J. Stare, M.D. ..... LAT
Food For Thought—2tw-600-mim-orp-ocr—
Dr. Jean Mayer ..... CTN
For Better Health—dexS-350-mim-ocr-mail—
S. L. Andelman, M.D., M.P.H. ..... GFC
For Women Only—3tw-500-mim-ocr—
Dr. Lindsay Curtis ..... NNS
Growth, Conflict and Hangups—2tw-500-orp—
Saul Kapel, M.D. ..... CTN
Harper's Newspaper Service—m-6,000-ocr ..... RTS
Health—m-var-lgp—Ida Fried ..... EPS
Health and Science—ocr-600-mim-ocr-lgp-orp-Lc-
mail-wire-tts-tel—Ana Honig ..... WNS
*Health Capsules—dS-1c3¾"-orp-mat—
M. Petti, M.D. ..... UFS
Health Column—d-400-orp-tape-ocr—
Lawrence E. Lamb, M.D. ..... NEA
Health/Hospitals—cont-500-mim-man-wire-telex-mail—
Robert I. Queen ..... PWF
Health Today—w-500-orp—Dr. O. A. Battista ..... BPS
Health's-A-Poppin—w-600-mim-orp-ocr—
Marion Wells ..... CNS
Hospital Quips—w-2c5"-orp-mat—Rube Weiss ..... BLA
How To Keep Well—7tw-600-ocr—
T. R. Van Dellen, M.D. ..... CTN
Latinoamerican Features—w-1800-orp-ill-mail—
Danilo Vasquez ..... AMU
Latinoamerican News—w-1200-orp-ill-mail—
Omar Poblete ..... AMU
Let's Live Longer—12 part series-3c10"-orp-ill-ilm—
Lelord Kordel ..... SPE
Let's Stay Well—6tw-400-mim-ocr-orp-Lc-wire-
tts-tel—F. J. L. Blasingame, M.D. ..... UFS
Medical Memos—5tw-150-mim-ill-ocr-mail—
H. L. Herschensohn, M.D. ..... LAT
Medicalia—cont-600 mim-lgp—M. W. Martin ..... MAR
Medicine—w-var-mim—Dr. M. I. Salomon ..... WUP
Mirror of Your Mind—d-2c; S-pt; ill-mat-orp—
John Conwell ..... KFS
Mother Nature's Remedies—w-500-Lc—
Dr. Eileen Marsh ..... IDE
Natural Living—w-750-xerox—Beatrice Trum Hunter ..... SYN
Newsfeatures—d-var-orp-ill-ilm-tape-ocr—Staff ..... NEA
Organic Living—w-700-mim-ill-ocr—Robert Rodale ..... CTN
Perspectives—w-3c7"/4c9¼"/5c11¾"-orp—
Various Authors ..... CA
Picture of Health—w-2c/3c-ill-orp—Staff ..... LUI
Questions Women Ask—w-500-mim-orp-ocr—
Dr. Eleanor B. Rodgerson ..... CNS
Science Briefcase—w-800-mim—Staff ..... ESN
Science Features—2tw-800-mim-lgp—Staff ..... ESN
Science Specials—qt (5-6 part series-1000 words
each) orp-lgp—Staff ..... ESN
*Speaking of Your Health—6tw-mat-orp—
Dr. Lester L. Coleman ..... KFS
Stay Alive Longer—21 part series-2c15"-orp-ill-ilm—
Lelord Kordel ..... SPE
Stop Killing Yourself—dexS-600-orp—
Peter J. Steincrohn, M.D., F.A.C.P. ..... MCN
Test Yourself—d/w-500/750-orp-ill—
Jane Sherrod Singer ..... BPS
The Alcoholic—cont-500-man-mim—
Ronald E. Hestand, Ph.D. ..... HUM
The Alcoholic—w-600-mim-orp-ocr—Bob Scott ..... CNS
The Cooking Corner—ocr-var-lgp-mail—
Helga Brink ..... AUN
The Doctor's Bag—m-3600-man-mail—
Arnold Werner, M.D. ..... CPS
The Marriage Doctor—w-700-orp—Joseph
Trainer, M.D. ..... STT
The Medical Consumer—2tw-600-mim—David Hendin ..... ESN
The Private Life—w-850-orp-tape-ocr—
Lawrence E. Lamb, M.D. ..... NEA
The Question Box—w-500-Lc—Dr. Edwin Flatto ..... IDE
To Your Good Health—w-750-orp—Dr. Thosteson ..... MIL
To Your Good Health—dS-750-ocr—
Dr. George C. Thosteson ..... PHS
VIP Medical Grapevine—w/m-500 to 1200-var-man—
Ruth Nathan Anderson ..... VMG
Why You Behave That Way—w-500/600—
S. V. Didato, Ph.D. ..... DID
Young and Healthy—3tw-600-mim-ocr—
Frank Falkner, M.D. ..... CTN
Your Best Years—tw-350/450-xerox—Dee Payne ..... CEN
Your Family Physician—w-2c10"-orp—
Dr. James G. Price ..... SUB
Your Health Is Your Wealth—w-500-Lc—
Harold Pallatz & Dr. A. B. Reiter ..... IDE
Your Medicine Chest—5tw-500-mim-Lc—
Dr. Wayman McCoo ..... WOR

21—HISTORY—POLITICS

A Changing World—w-700-mim-orp-ocr—
John Pinkerman ..... CNS
A Conservative View—3tw-750-mim—
James J. Kilpatrick ..... WSS
A Young View of Washington—w-500/2c6"/var-orp-mail—
Ron Hendren ..... CPS
Affairs of State—d-500-mim-mail—Staff ..... CAP
Alice Widener—12tm-600-mim—Alice Widener ..... USA
American News Report—w-800-mim—Ben Gallob ..... JTA
American Viewpoints—w-1c3½"-orp-mat-ill—Staff ..... CSP
Americana—w-700-mim-ocr—Sam Stewart ..... CNS
Americanamaze—S-2c3½"-mat-orp—Mary Lane ..... WHI
Anniversary Story—m-1200-man-ill ..... ITP
As You Were—dex.S-2c5"-orp-mat—Jim Baker ..... PIO
Asia Memo—w-700-mim-orp-ocr—Edward Neilan ..... CNS
Backstairs at the White House—S-500-tt—
Helen Thomas and Staff ..... UPI
Behind The Scenes At The United Nations—w-var-spy-mim—David Horowitz ..... WUP
Between the Lines—w-500/650-mim—
Edith Kermit Roosevelt ..... ROO
Bob Sledd—dex.S-200/250-xerox—Bob Sledd ..... CEN
Borowiec On Mideast—occ-600/750-mim-telex—
Andrew Borowiec ..... FRY
Campus Opinion—w-500-mim—
Daniel C. Beggs & Karl M. Steene ..... NNS
Capital Comment—w-800-mim—Joseph Polakoff ..... JTA
Capital Fare—d ex. sat & S-600-mim—
Andrew Tully ..... MCN
Capital Touch—w-600-mim-orp-ocr—
Washington Bureau Staffers ..... CNS
Carroll Righter Horoscope—7tw-700-orp—
Carroll Righter ..... MCN
Christian Science Monitor News & Photo Service—
5tw-var-igp-ocr ..... RTS
College Press Service—sw-7400-man-ill-mail ..... CPS
Commentary on Current Topics in Song Parody Form .. PAR
Conceived In Liberty—w-400-mim-orp-ocr—
Robert Desmond ..... CNS
Congressional Quarterly Service—w/2tw-var-orp-ill—
Wayne Kelley ..... CQ
Consumer's Corner—w-750-mim-mail—Staff ..... CAP
Cromley Global View—w-700-orp-tape-ocr—Ray Cromley NEA
Cromley Washington Column—3tw-700-orp-tape-ocr—
Ray Cromley ..... NEA
Dateline International—w-1000 var-orp—
Edward R'Church & Associates ..... TWN
Dateline: U.N.—w-750-mim-ocr-orp-Lc-mail-
wire-tts-tel—Louis Halasz ..... NANA
Dateline Sacramento—d-500-mim-mail—Staff ..... CAP
David S. Broder Column—2tw-mim-orp-mail-wire—
David S. Broder ..... WPW
Dear Teddy, Wash., D.C.—tw-400-xerox—
Theodore Roosevelt Ogden ..... CEN
Diplomatic Pouch—occ-750/1500-ill-mim-telex—
various authors ..... FRY
Douglas Fisher Column—tw-600-mim—
Douglas Fisher ..... SUN
Editorial Research Reports—w/5tw-550/6000-orp-ill—
Hoyt Gimlin ..... CQ
Enterprise Sunday Features—sm-size varies-mim-
ocr-ill-igp—Various Authors ..... EF
Eye On Cuba—w-600-mim-ocr—Jay Mallin ..... CNS
Federal Corner—w-600-orp—Roulhac Hamilton ..... DF
Federal Diary—tw-600-wire—Mike Causey ..... LTWP
Flashback on Canada—dex.S-350-mim—Bob Bowman SUN
Focus On History—sm-600-mim-ocr—Staff Writers ... CNS
Foreign Analyst—5m-800-mim-ocr—Robert Betts .... CNS
Frank van der Linden—3tw-850-mim-ocr-orp-mail-
Lc-wire-tts-tel—Frank van der Linden ..... UFS
George F. Will Column—3tw-mim-orp-mail-wire—
George F. Will ..... WPW
Great Trains—m-ps-orp-ill—Misc. Authors ..... OPS
Gus Tyler—3tw-600-mail-mim-Lc-orp-ocr-
wire-tts-tel—Gus Tyler ..... UFS
Harper's Newspaper Service—m-6000-ocr ..... RTS
Hemisphere Report—w-750-mim-ocr—William Giandoni CNS
Henry J. Taylor—3tw-800-mim-ocr-orp-mail-
Lc-wire-tts-tel—Henry J. Taylor ..... UFS
Heritage of the American Businessman—d-150-xerox—
Michael H. McBride ..... HER
Histo-Graphics—d-1c3"-orp—Julia McDowell ..... CFI
Historical Fillers—w-700-mim-ocr—Staff Writers .... CNS
History of Education—m-ps-orp-ill—Misc. Authors ... OPS
History's Scrapbook—w-2c3"-mat-orp—staff ..... CSP
Holmes Alexander Column—dex.sat.&S-600-mim—
Holmes Alexander ..... MCN
Honor America—w-3c7"/4c9.25"/5c11.75"-orp-
mat—Various Authors ..... CA
Horoscope—w-1c13"-orp—B. J. Crowley ..... EDC
I Didn't Know That—dex. sat-500-mim-igp—
Nancy Lane ..... WOR
If Your Name Is . . .—w-470-mim—
Ann Reynolds, Ph.D. ..... RFS
It's Tough But You Can Make It—w-400-mim-orp-ocr—
Vernon E. Brown ..... CNS
Jack Anderson's Weekly Special—w-800-orp-ocr-mim-Lc-
mail-wire-tts-tel—Jack Anderson ..... UFS
John D. Lofton, Jr.—3tw-600-mail-mim-Lc-orp-
ocr-ill-wire-tts-tel—John D. Lofton, Jr. ..... UFS
Know Their Votes—w-400-orp—Staff ..... AMW
Know What's Up—w-300-orp—Staff ..... AMW
Kohlmeier Column—3tw-700-mim-ocr—Louis Kohlmeier CTN
Labor Front—occ-750-mim-ocr-orp-Lc-mail-
wire-tts-tel—Edward L. Doherty ..... NANA
Latinoamerican Features—w-1800-orp-ill-mail—Danilo
Vasquez ..... AMU
Latinoamerican News—w-1200-orp-ill-mail—
Omar Poblete ..... AMU
London Economist News Service—5tw-var-orp-tape-ocr-ill—
Economist of London ..... NEA
Lowell Ponte Column—3tw-600-mim—Lowell Ponte .. MCN
M. Stanton Evans—3tw-700-mail-Lc-mim-ocr-orp-
wire-tts-tel—M. Stanton Evans ..... NANA
Mary McGory Column—3tw-800-mim—Mary McGory .. WSS
Military Affairs—w-750-mim-ocr—L. Edgar Prina .... CNS
Morrie Ryskind—2tw-750-mim—Morrie Ryskind .... WSS
NANA News Service—5tw-20,000-mim-ocr-orp-Lc-
mail-wire-tts-tel ..... NANA
National Whirligig—5tw-850-mim-ocr-orp-Lc-
wire-tts-tel—Ernest Cuneo ..... NANA
New Jersey Reporter—500-mim—Ross Warren ..... GSM
News In Review—w-800-tt—Staff ..... UPI
Newsfeatures—d-var-orp-ill-ilm-tape-ocr—Staff ..... NEA
Of Arms And Men—2tw-850-mim-ocr-orp-Lc-
wire-tts-tel—Col. Robert D. Heinl ..... NANA
On The Right—3tw-750-mim—William F. Buckley, Jr. WSS
100 Years Ago—w-400/500-mim—Parris Green ..... TAG
Only In America—3tw-800-mim-ocr-orp-mail-Lc-
wire-tts-tel—Harry Golden ..... UFS
Our American Heritage—d-1c3"-ill-xerox—Elena .... ELN
Our Man In The White House—w-500-ocr-mim—
Lester Kinsolving ..... NNS
Our Vanishing Liberties—15 part series 3c10"-orp-ill-ilm—
Omar V. Garrison ..... SPE
Overview—w-600-mim—Miles Copeland ..... GRN
Pan American Report—5tw-700-mim-ocr—Staff Writers CNS
Pennsylvania Avenue—w-600-mim-orp-ocr—
Washington Bureau Staffers ..... CNS
People & Places (And Some Other Things)—dex.S-vor-
xerox—W. F. (Pete) Powell ..... POW
Political Futures—occ-750-mim-ocr-orp-Lc-mail-
wire-tts-tel—Louis M. Bean ..... NANA
Political Topics—cont-500-mim-man-wire-telex-mail—
Robert I. Queen ..... PWF
Queen's Park Roundup—w-1000-mim—
Douglas Fredericks ..... SUN
Raspberry Column—w-750-wire—William Raspberry . LTWP
Revolutionary Notebook 1776—w-500-xerox-mail—
Win Churchill ..... SYN
Revolutionary Times—w-600-mim—
Dr. Richard V. Bertain ..... CF
Revolutionary Times—occ-pt-igp ..... SPS
Rise of the Republic—m-800-mim-orp-ocr—
Robert Betts ..... CNS
Ron Hendron in Washington—w-500-orp—
Ron Hendron ..... WAW
Sacramento Answer Line—w-750-mim-mail—Staff .... CAP
St. John's Journal—w-750-mim-orp-ocr—
Jeffrey St. John ..... CNS
Say It Straight—w-600-mim-ocr-orp-Lc-mail-
wire-tts-tel—Victor Lasky ..... NANA
Soviet World—occ-750-mim-ocr-orp-Lc-mail-wire-tts-tel—
Eugene Lyons ..... NANA
Spirit of '76—w-2c12"-mim-man—
Ed Dunckelmann ..... INF
Stampede—w-2c6"-orp-mail—Jerry Palen ..... KSF
The Innocent Bystander—tw-600-ocr—Arthur Hoppe .. CHR
The Nation—3tw-700-ocr-mim-orp-mail-
Lc-wire-tts-tel—Martin F. Nolan ..... UFS
The Unknown In History—w-500-800-man—
Thourot Pichel ..... CN
They Had a Dream—w-350-mim-ill-ocr-mail—
George Reasons & Sam Patrick ..... LAT
Tiede Washington Column—3tw-650-orp-tape-ocr—
Tom Tiede ..... NEA
This Day in History—6tw-Lc ..... KFS
TRB from Washington—w-800-ps-mim—Richard Strout NRF
Trends and Conflict—d-750-xerox—Robert J. Markle .. HER
Truth—w/S-ps-orp-ill—Paul Swan ..... BPS
V.I.P.—3tw-500-mim-ocr—Maxine Cheshire ..... CTN
Virginia Payette—3tw-800-mim-ocr-orp-mail-
Lc-wire-tts-tel—Virginia Payette ..... UFS
Washington Calling—2tw-900-orp-mail-Lc-wire-tts-
tel-ocr-mim—Marquis Childs ..... UFS
Washington Dateline—w-1000 var.-orp—
Edward R'Church & Associates ..... TWN
Washington Merry-Go-Round—dS-800-orp-mim-Lc-
mail-wire-tts-tel—Jack Anderson ..... UFS
Washington Offbeat—2tw-600-ocr—Vera Glaser ..... CTN
Washington Report—0cc-600-mim-ocr-orp-Lc-mail-
wire-tts-tel—J. F. ter Horst ..... NANA
Washington Welter—w-600/700-mim—
Jesse H. Merrell ..... MER
Washington Window—5tw-500-tt—Staff ..... UPI
Watching The World—3tw-750-mim—Crosby Noyes .. WSS
What America Needs Today—qt-1000-igp ..... ART
What Life Has Taught Me—w-500/1000-orp—
Various celebrities ..... BPS
World In Focus, The—S-700/800-mim-xerox—
William R. Frye ..... FRY
World's Week—w-600-mim-ocr—Staff Writers ..... CNS
Worldview—w-800-ps-mim—Stanley Karnow ..... NRF
Yost Column, Charles W.—w-800-mim-xerox—
Ambassador Charles W. Yost ..... FRY

22—HOUSEHOLD, DO-IT-YOURSELF, HOUSE PLANS, INTERIOR DECORATING

A Home To Live In—eoS-2c7"/2c8"-400/500-ilm—
W. A. Nierengarten ..... SHP.
All About Antiques—w-600-mail-mim-Lc-orp-ocr-ill-
wire-tts-tel—Anita Gold ..... UFS
Antiques & Stuff—w-500-igp-ill-ocr-mim-orp—
Anne Gilbert ..... NNS
Apartment Modes—w-500-mim-orp-ocr—
Adele Faulkner ..... CNS
Around The House With Jan Paul—w-var-mim—
Jan. S. Paul ..... PAU
Audio Equipment—w-500-mim—Barney Glazer ..... TCN
Australian Home Journal—m-ps-orp-ill ..... OPS
Australian Woman's Weekly—m-ps-orp-ill ..... OPS
Beauty Plus Magazine from England—m-ps-orp-ill .... OPS
Cleo Magazine from Australia—m-ps-orp-ill ..... OPS
Collector's Corner—2c4"-mail-orp-ill—
Thomas A. Bateson ..... UFS
Common Cents—5tw-120-ocr—
Kate McQueen ..... ASI
Deco Plans—w-var-mim-igp—Jean-Paul St-Michel .... CWF
Decor Score—w-500-mim-orp-ocr—Barbara Hartung .. CNS
Design For People—S-500-mim-ocr-ill-orp-tts-
mail-wire-tel—Emily Malino ..... UFS
Dottie Decorates—w-2c4"-mim-ill-ocr-mail—
Dorothy and Harry Brown ..... GFC
Fix-It-Tip—w-50/1c3"-orp-ill-ilm—Staff ..... CEF
Designing Woman—3tw-700-mim-igp-ocr—
Barbara Taylor Bradford ..... CTN
Do-It-Yourself—dS-sph-var-man-ill-igp—Steven Ellingson UB
Do-It-Yourself—w-500-igp—Steve Ellingson ..... MS
Do It Yourself—w-750-ill-Lc-xerox—
R. Randolph Karch ..... KAR
Easi-Bild—w-350-mim-igp-mail—Don Brann ..... GFC
Editorial Material & Pictures for Women's Pages .... UOP
Enterprise Sunday Features—sm-size varies-mim-ocr-ill-igp—
various authorn ..... EF
First Aid to the Ailing House—7tw-500-mim-ocr—
Roger C. Whitman ..... UFS
Fix It Yourself—dexS-150-ill-mim-orp-mat—
Hubbard Cobb ..... WSS
Handicrafts—m-ps-orp-ill—Various authors ..... OPS
Handy Family—w-4c2"/2c4"-mat-orp-mail—
Lloyd Birmingham ..... GFC
Happy Homemaking—w-50/1c3"-orp-ill-ilm—
Barbara Baker ..... CEF
Here's How—w-5c4"-orp—Frank Preston ..... ITP
Here's How—w-750-mim-orp-ocr—Gene Gary ..... CNS
Hi-Fi Equipment—w-500-mim—Barney Glazer ..... TCN
Hints For The Home—w-100-igp-mim—Bob Mattis .... CTN
Home—w-300-mim-igp-mail—Ann Jermyn, George Adams DHJ
Home Improvement—S-500-mim-ill—Bernard Gladstone NYT
Home Repairs—w-750-orp-ign-color—C. Gordon ..... BPS
Home Shop—w-3c-orp—Bill Bittinger ..... MGN
Homemaker's Newsletter—m-var-orp-ill-mail—
Gloria Pitzer ..... HAP
Homeowners' Money Savers—sw-350-mim-ocr-mail—
Douglas Tuomey ..... GFC
Homes—w-450-orp—Dorothea Brooks ..... UPI
Homes Canada—w-500-orp-ill—Tony Eccles ..... SUN
Homes Decorating—S-ps-orp-ill—Jenice Jordan ..... DF
House Doctor—w-750-ill-mat-ocr-orp—
Herman Baum ..... RTS
House of the Week—w-350-ilm-igp-orp—Andy Lang ... APN
House Plans—w-750-mim-ocr—Gerry Bishop ..... UFS
Household Scrapbook—dexS/w-100/200-mim—
Roberta Lee ..... WLG
How Can I???—dexS/w-100/200-mim-orp—
Anne Ashley ..... WLG
How To Buy Major Appliances—cont-600-mim—
Charles Klampkin ..... NNS
Interior Decorating—4tw-400-mim-ocr-ill-orp-
mail-Lc-wire-tts-tel—Genevieve Fernandez ..... UFS
Knitting & Crochet—m-ps-orp-ill—From England ..... OPS
Know Your Antiques—w-500-igp-mat-orp-ocr—
Ralph Terry & Kovel ..... RTS
Leisure—ind-ps-man—Staff ..... IMN
Little Strokes—dS-3c5"-ill-xerox—Elena ..... ELN
Minding The Hearth—w-500-mim-mail—
Gloria Pitzer ..... HAP
Needle Arts—w-50/2c4"-orp-ill-ilm—Nancy Sewell ... CEF
New Ideas & Products—m-500-man—Staff ..... SA-JLS
Newsfeatures—d-var-orp-ill-ilm-tape-ocr—Staff ..... NEA
Open House—w-mim-orp-ocr—James Woodward ..... CNS
Parade of Homes—com-var-mim-igp—Carl Gaiser HOM
Patterns for Better Living—dS-sph-var-man-ill-igp—
Steve Ellingson ..... UB
Polly's Pointers—dS-450-orp-ill-ilm-tape-ocr—
Polly Cramer ..... NEA



Antiques in America

"Antiques in America" is written by Harry Baker, a newspaperman who grew up in the furniture design business, is himself a collector and antiques expert. It is specific, illustrated, practical. His column is respected by professionals but profitable to amateurs and is written with real Yankee humor and literary economy. The Washington Post and the Baltimore Sun are two of the subscribers. For samples and prices write The Providence Journal, Room 416, Providence, R.I. 02902.

Puttering Pete—w-2c5"-orp—Blanche Campbell ..... CNS
Recycling With Imagination—occ-var-ill-xerox—Elena ELN
Sew What—w-1c8"-orp-mat-ill—Staff ..... CSP
Stereo Equipment—w-500-mim—Barney Glazer ..... TCN
Super Handyman—3tw-ill-mat-orp-Lc—
Al Carrell ..... KFS
The Home Line—dexS-300-mim-ocr-mail—
Dorothy Ritz ..... LAT
The Legal Way—w-500-mim-orp-ocr—
Edward J. Demson ..... CNS
The Leisure Craftsman—3tw-ill-mat-orp—
Phyllis Fiarotta ..... KFS
Things Your Mother Never Taught You—S-ill-ocr—
Charlotte Slater ..... UNP
Tip Top Tips—w-1c3"-orp ..... ITP
Traditional Crafts—w-500-igp-ocr-mim—Judy Harper NNS
Judy Harper ..... NNS
U-Bild It—dS-sph-var-man-ill-igp—Steve Ellingson .... UB
U-Bild It—dS-sph/var-man-ill-igp—
Steve Ellingson ..... DF
U-Bild—w-300-igp—Steve Ellingson ..... MS
U-Bild Enterprises—dS-var-man-mim-ill-igp—
Steve Ellingson ..... UB
U-Can Do It—dS-igp-ill-man—Steve Ellingson ..... UB
We Like This Plan Because—w-var-ill-orp-mail—
Hiawatha Estes, AIBD ..... EST
Women's World—w-800/1200-var-orp—
Princess Kay ..... TWN
You and Your Home—w-150-ill-orp-ocr—
Barbara Barnes ..... RTS
You Can Fix It—tw-50/75-ilm-orp—Gene Von ..... WLG
You Can Do It!—w-600-orp—Al DeCleco ..... CTN
Your Antiques—w-500-mim-ill—Jack Jamieson ..... TSS
Your Family Decorator—tw-600-mim-igp—
Carleton Varney ..... AD
Your Home—w-300-mum-ocr-igp-mail—
Carolyn S. Murray ..... GFC
Your Home—Build and Improve—w-ill-mat-orp—
John D. Bloodgood and Agustus Suglia ..... KFS

23—MAPS

Background Maps—w-450-orp—Tom Hoge ..... APN
Christian Science Monitor News & Photo Service—
5tw-var-igp-ocr ..... RTS
London Economist News Service—5tw-var-orp-
tape-ocr-ill—Economist of London ..... NEA
Maps—occ-var-orp-ilm ..... NEA
News Visuals—d-var-orp-ill-ilm ..... NEA
News-In-Color—occ-var-orp-ill-ilm ..... NEA
Seminiscope—w-var-orp— ..... ITP
Thumb-nail Maps—w-½c/1c4"-mim-ilm-igp-mail—
John J. Westley ..... DIS

24—MOTION PICTURES

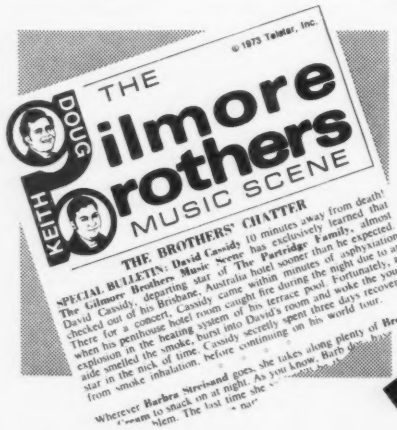
A Visit With The Stars—w-var-igp—Staff ..... WIP
Ask Dick Kleiner—2tw-orp-tape-ocr—Dick Kleiner .. NEA
Barney's Blarney—d-200-mim—Barney Glazer ..... TCN
Barney Glazer In Hollywood—d-500-mim—
Barney Glazer ..... TCN
Beauty Tips From Hollywood—w-500-orp—
Various show business personalities ..... BPS
Celebrity Cookbook—w-800-mim-igp-ocr—Johna Blinn . CTN
Celebrity Interviews—occ-600-mim-ocr-igp-orp-Lc-mail-
wire-tts-tel—Rebecca Morehouse ..... WNS
Celebrity Parade—w-2c8"-crp—Cathy Post Field .... SUB
Christian Science Monitor News & Photo Service—
5tw-varies-igp-ocr ..... RTS
Dick Kleiner Hollywood—3tw-600-ocr-tape-orp-ill-ilm—
Dick Kleiner ..... NEA
Enterprise Sunday Features—sm-size varies-mim-ocr-ill-igp—
Various Authors ..... EF
Entertainment—ind-ps-man—Staff ..... IMN
Entertainment Scene—d-500-mim—Barney Glazer ... TCN
Film Fare—5tw-500-mim-orp—Laurie Lee ..... WOR
Footlights & Kleiglights—w-800/1200 var-orp—
Duarte de Martinau & Others ..... TWN
Front Row—w-600-mim-ocr—Dave McIntyre ..... CNS
Glazed Bits—d-200-mim—Barney Glazer ..... TCN
Hollywood—6tw-ill-mat-orp-Lc—Dorothy Manners .... KFS
Hollywood Beat—w-650-mim-igp—Bill Lane ..... WOR
Hollywood Hotline—6tw-800-mim-ocr-orp-Le-mail
wire-tts-tel—James Bacon ..... NANA
Hollywood Hotline—3tw-600-mim-orp-ocr—
Nancy Anderson ..... CNS
Hollywood Newswire—d-500-mim—Barney Glazer ... TCN
Hollywood Scene—d-750-mim—John Austin ..... HIS
Hollywood's Hot Line—S-qpt-xerox—Staff ..... EXC
Hollywood's Unsolved Mysteries—15 part series (1500
each)-mim—John Austin ..... HIS
I Didn't Know That!—dex. sat-500-mim-igp—
Nancy Lane ..... WOR
I Loved It . . . I Hated It!—d/tw/w-600-xerox-mail
—William Arthur ..... CIT
Joyce Haber Column—w/5tw-600-mim-mail
Joyce Haber ..... LAT
Las Vegas After Dark—tw-450/550-igp-xerox—
Damon Loy & Dart Anthony ..... CEN
Las Vegas/Reno/Tahoe—w-500-mim—Barney Glazer .. TCN
Latinoamerican Features—w-1800-orp-ill-mail—
Danilo Vasquez ..... AMU
Movie Mail—d-500-mim—Barney Glazer ..... TCN
Movie Review Wrapup—w-700-orp—Rex Reed ..... CTN
Movies/Entertainment—m-var-igp—Hans Holzer ..... EPS
My Success Story—w-500/1,000-orp—
Various famous personalities ..... BPS
Newsfeatures—d-var-orp-ill-ilm-tape-ocr-Staff ..... NEA
Now Hollywood—d-500-mim—Barney Glazer ..... TCN
Our Film Folk—fn-800-mim—Herbert G. Luft ..... JTA
Personality Interview—w-var-igp—Staff ..... WIP
Pop Scene Service—w-5000-mim-ocr-orp-Le-mail-
wire-tts-tel—Barbara Lewis ..... UFS
Rated G—occ-600-mim-ill-var-orp—Lucinda ..... NPS
Record/Tape Reviews—w-500-mim—Barney Glazer .... TCN
Retakes—d-20-mim—Barney Glazer ..... TCN
Reviewing The New Movies—w-ps-xerox-mail—
Phil Kalker ..... AEW
Royal Entertainment—S-900-mim-ill-ocr—Rex Reed .. CTN
Show Biz—w-2c-orp—Herb Bridges ..... MGN
Star Interviews—w-500/1000-orp—June Finletter .... BPS
Stars and Sports—tw-750-mim—John Austin ..... HIS
Televents—d-500-mim—Barney Blazer ..... TCN
The Stage Of Fashion—sw.400/500-xerox—
Regina Carrol ..... CEN
The World of Stars—w-600-mim-igp—
William Otterburn-Hall ..... CHR
TV Feature Films Source Book—an-bl-man ..... UFS
TV Answer Man—6tw-400-mim-ocr-orp-mail-Lc-
wire-tts-tel—Richard K. Shull ..... UFS
TV Time Service—w-600-mim-ocr-mail-orp.-Lc-
igp-wire-tts-tel—Richard K. Shull & Dan Lewis .... UFS
W-Service—eoS-mail ..... FA
With Dan Lewis—3tw-600-mim-ocr-orp-Lc-mail-
wire-tts-tel—Dan Lewis ..... NANA
Women's Wear Daily Service—5tw-igp-mail ..... FA
Yesterday's Stars Today—w-750-mim-orp-igp-ocr—
Nancy Anderson ..... CNS

25—MUSIC

Audio Equipment—w-500-mim—Barney Glazer ..... TCN
Barney's Blarney—d-200-mim—Barney Glazer ..... TCN
Barney Glazer In Hollywood—d-500-mim—
Barney Glazer ..... TCN
Book World Service—2tw-mim-man ..... WPW
Christian Science Monitor News & Photo Service—
5tw-var-igp-ocr ..... RTS
Commentary on Current Topics in Song Parody Form .. PAR
Concert Records—w-300-orp—Wilbur G. Landrey ..... UPI
Country Music—w-500-ocr—Patrick Carr ..... RTS
Country Music—w-300-tt—Staff ..... UPI
Entertainment Scene—d-500-mim—Barney Glazer .... TCN
Glazed Bits—d-200-mim—Barney Glazer ..... TCN
Hi Fi Equipment—w-500-mim—Barney Glazer ..... TCN
Hi-Fi/Stereo Equipment Review—ind-ps-man—Staff .. IMN
Hollywood News Wire—d-500-mim—Barney Glazer ... TCN
Hollywood Scene—d-750-mim—John Austin ..... HIS
Hollywood's Unsolved Mysteries—15 part series (1500
each)-mim—John Austin ..... HIS
I Loved It . . . I Hated It!—d/tw/w-600-xerox-mail—
William Arthur ..... CIT
Jazz Column—w-750-wire—Leonard Feather ..... LTWP
Las Vegas After Dark—tw-450/550-igp-xerox—
Damon Loy & Dart Anthony ..... CEN
Las Venas/Reno/Tahoe—w-500-mim—Barney Glazer .. TCN
Movie Mail—d-500-mim—Barney Glazer ..... TCN
Music Whirl—w-var-man—Buddy Basch ..... BAS
Nashville Sounds—w-800-mim—Red O'Donnell ..... WSS
Now Hollywood—d-500-mim—Barney Glazer ..... TCN
100 Years Ago—w-400-/500-mim—Parris Green ..... TAG
Pop-Rock Music ..... STE
Pop Scene Answer Man—w-800-mim-ocr-orp-mail-
Le-wire-tts-tel ..... UFS
Pop Scene Service—w-5000-mim-ocr-orp-Lc-
mail-wire-tts-tel—Barbara Lewis ..... UFS
Popular Records—w-300-orp—William Laffer ..... UPI
Record/Tape Reviews—w-500-mim—Barney Glazer .... TCN
Record/tape Reviews—ind-ps-man—Staff ..... IMN
Retakes—d-20-mim—Barney Glazer ..... TCN
Rhythm Mode—w-800-wire—Hollie I. West ..... LTWP
Rock Music—w-500-orp—Bruce Meyer ..... UPI
Rockback—w-400-man—Larry Lehmar ..... SGF
Rolling Stone—3tw-500/800-mim ..... KFS
Royal Entertainment—S-900-mim-ill-ocr—Rex Reed ... CTN
Stereo Equipment—w-500-mim—Barney Glazer ..... TCN
Televents—d-500-mim—Barney Glazer ..... TCN
Television Scene—w-750-mim—John Austin ..... HIS
The Gilmore Bros. Music Scene—w-900-2c18"-orp-
mat-tt—Douglas & Keith Gilmore ..... TEL
The Gilmore Bros. Top-Forty Forecast—
w-2c5"-orp-mat-tt-mail—Douglas & Keith Gilmore TEL
The Rhyhem Section—w-600-mim-igp—
John Wasserman ..... CHR
The Scene—w-500-mim—Robert Edward Curtis ..... GSM
The Stage Of Fashion—sw-400/500-xerox—
Regina Carrol ..... CEN
Top 20 Records—S-250-tt—Staff ..... UPI
Tune In—w-2c/3c-igp—Bobby Ashley ..... SPS
World of Music—w-700-mim-orp-ocr—Robin Welles .. CNS

26—NATURE

Animail—S-500-mim-ill-ocr—Cleveland Amory ..... CTN
Ecology Line—w-qps-man-mim—Ed Dunckelmann ..... INF
Eye On Science—w-3c4½"-orp—John Lane ..... ESN
Latinoamerican Features—w-1800-orp-ill-mail—
Danilo Vasquez ..... AMU
Martin's International Newsreel—occ-var-igp—
M. W. Martin ..... MAR
Mother Earth News—tw-900-ilm-orp-oer—
John Shuttleworth ..... RTS
Nature—w-375-orp-ill—Edward S. Thomas ..... DF
Naturebug—S-tps-hps-mat-orp—
John Hazlett and Edward S. Thomas ..... DF
Nature Column—w600/1000-wire—Irston Barnes .... LTWP
N-Vironment—w-750-mim—Norm Davis ..... NMD
Old Farmer's Almanac—S-600-orp-mat ..... UFS
Outdoor Guideposts—w-4c5"-orp—Fred Luks ..... OUG
Outdoor Life—w-qpt-orp-ill—Various authors ..... OPS
Science Briefcase—w-800-mim—Staff ..... ESN
Science Features—w-800-mim-iqp—Staff ..... ESN
Science Specials—qt (5-6 part series-1000 words each)-orp-
igp—Staff ..... ESN
Sportsman's Digest—dexS-1c4½"-mat-orp-mail—
Hal Sharp ..... GFC
The Good Earth—w-900-ilm-igp-orp—Mel Ellis ..... APN
The Skies Today—d-37-mim—Bailey R. Frank ..... SKI
The Next Time Around—tw-400/500-xerox—
Sybil Leek ..... CEN
Wonders Of Nature—w-3c3¾"-mat-orp—
Dr. A. A. Manten ..... DWL



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Traditional Crafts—w-500-igp-ocr-mim—Judy Harper ..... NNS
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U-Bild It—dS-sph-var-man-ill-igp—Steve Ellingson .... UB
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U-Can Do It—dS-var-sph-var-igp-ill-man—Steve Ellingson ..... UB
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27A—PETS

All About Pets—w-450-mim-ocr-ill-mail—Eleanor Price ..... GEC
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Bark Back—dS-400/500-man—Dahna & Damon ..... CEN
Curious Facts About Animals—Donald Whitacre ..... CFF
Kanine Korner—w-var-xerox—Francis X. Lohmann .... KAN
Pet Health—w-500-mim-orp—Dr. H. P. Jans, D.V.M. CNS
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Teacher's Pets—w-500-mim ..... ITP
The Pet Set—d-2c4⅞″-orp—Doug & Jean Borgstedt . BOR

28—PHOTOGRAPHY

Camera College—w-500-xerox-ill—Irving A. Brace .... BRA
Latinoamerican Features—w-1800-orp-ill-mail—Danilo Vasquez ..... AMU
Let's Take Pictures—w-500 (var)-ill-man—Irving A. Brace ..... MIL
Photo Comment—fn-1000-igp—Roy Comment ..... MCF
Photo Fun—w-500-mim-orp-igp-ocr—Gilbert Hill .... CNS
Photo Info—w-500-igp-mim-mail—Bill Baughman .... BAU
Your Camera—w-500-mim-ilm-igp-mail—John J. Westley ..... DIS

28A—PICTURE/PHOTO SERVICES

A Visit With The Stars—w-var-igp—Staff ..... WIP
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NANA Photo Service—w-var-igp ..... NANA
Personality Interview—w-var-igp—Staff ..... WIP
Religious Photo Service—5tw-igp-mail ..... RNS
Science Picture Service—w-var-igp—Staff ..... WIP

29—PUZZLES - QUIZZES

A Problem A Day—dexS-50/75-mim—R. J. Allen .. WLG
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Anagrams—6tw-150-mail-Le-mim-ocr-orp-wire-tts-tel—Kevin Matthews ..... UFS
Around the World Contest—60 releases-2c7″-ill ..... SF
Ask Anybody . . . Anything—w-600-mim-ocr-orp-Le-mail-wire-ttn-tel—Martin Alwyn ..... NANA
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Better English—dexS/w-100/200-mim-orp—D. C. Williams ..... WLG
Bible Quiz—w-2c-orp—Gus Wood ..... MGN
Birthday Quiz—dex.S/w-300-xerox—Gordon B. Greb ..... NEF
Block By Block—dexS-1c5″/2c2½″-orp-mat—William E. Crowder ..... UFS
Brain Teasers—w-qpt-orp—Ali Hachel ..... OPS
Brain Twisters—dexS/w-100/200-mim—Don Douglas ..... WLG
Check Your Knowledge—dexS-200-xerox—Donald Saltz ..... DTQ
Chess Master—w-300/1c3″-mim-ilm-orp—George Koltanowski ..... GG
Christian Science Monitor News & Photo Service—5tw-varies-igp-ocr ..... RTS
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Crossword Puzzle—w-2c-mat-orp—Bernice Paschen .... SM
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Crossword Puzzle—w2c7″-orp-mat—Staff ..... CSP
Crossword Puzzle—w-2c-orp—Catherine Desatta .... MGN
Crossword Puzzle with Cryptoquips—d-2c-mat-orp—Eugene Sheffer ..... KFS
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Double-Crossers—dexS-1c3″-mat-orp-mail—Bill Kresse & Adam DiPetto ..... LAT
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Johnny Wonder—S-hps-tps-pt-mat-orp—Dick Rogers .. NEA
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Memory Quiz—dex.S-100-xerox—Donald Saltz..... DTQ
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Merry Mixup—dexS-1c2″/2c1″-mat-orp—Barbara S. Jones ..... AF
Minit Doodle—dex.S-1c2¾″-mat-orp—Louis Magila .. AF
Modern Sherlock Holmes—w-350-orp—Jane Sherrod Singer ..... BPS
New York Times Crossword Puzzle—d-2c-orp ..... NYT
Perma-Puzzle—S-hps-xerox—Elena ..... ELN
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Puzzles—w-var-orp-mat ..... EF
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Quizword-Crossword—d-2c6″-orp ..... MIL
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Ring It Rich—d/w-3tw-3c12″-orp ..... SF
Ryan Games—sw-3c4″-orp-ocr—Steve Ryan ..... CNS
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Seek & Find—6tw-2c5″-orp-mat ..... STT
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You Be The Judge—w-200-xerox—Prof. John Ritter and Atty. Paul Levine ..... LEG

30—RADIO AND TELEVISION

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A Visit With The Stars—w-var-igp—Staff ..... WIP
Ask Dick Kleiner—2tw-orp-tape-ocr—Dick Kleiner .. NEA
Assignment: Television—w-600-mim—Terrence O'Flaherty ..... CHR
Audio Equipment—w-500-mim—Barney Glazer ..... TCN
Barney Glazer In Hollywood—d-500-mim—Barney Glazer ..... TCN
Barney's Blarney—d-200-mim—Barney Glazer ..... TCN
Cecil Smith Television Column—tw-400-mim-ocr-mail—Cecil Smith ..... LAT
Celebrity Cookbook—w-800-mim-igp-ocr—Johna Bilnn . CTN
Celebrity Interviews—occ-600-mim-ocr-igp-orp-Le-mail-wire-tts-tel—Rebecca Morehouse ..... WNS
Celebrity Parade—w-2c8″-orp—Cathy Post Field .. SUB
Channel Chuckles Daily—dex.S-1c4″-mat-orp—Bil Keane ..... RTS
Christian Science Monitor News & Picture Service—5tw-var-igp-mim-ocr ..... RTS
Cyclops—sm-600-mim—John Leonard ..... NYT
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Entertainment Scene—d-500-mim—Barney Glazer .. TCN
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Marvin Kitman Show—sw-650-mim-ocr-mail—Marvin Kitman ..... LAT
Movie Mail—d-500-mim—Barney Glazer ..... TCN
Movies & Sports On TV—w-pt-man-orp—Frances M. Knox ..... DIC
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My Success Story—w-500/1000-orp—various famous persons ..... BPS
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Now Hollywood—d-500-mim—Barney Glazer ..... TCN
Personalities—occ-600-mim-ocr-orp-Lc-mail-wire-tts-tel—Cindy Adams ..... WNS
Personality Interview—w-var-lgp—Staff ..... WIP
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Strength For The Day—dexS-200-mim—Elisha Douglass ..... CF
Sunday School Lesson—w-750-mim—Elisha P. Douglass CF
Support The Church—w-5c13"/4c10½"/3c8½"orp—William A. Keister ..... KEA
The Better Way—w-250-mim—D. L. Yoder ..... INR
The Chruch Invites You—w-150-mim—D. L. Yoder ..... INR
The Humanist Viewpoint—cont-500-man-mim—Ronald E. Hestand, Ph.D. ..... HUM
The Illustrated Bible—w-5c-ill-mat-orp ..... KFS
The Jewish Future—w-300/500-xerox-mail—M. Jordan ..... INP
The Living Scriptures—w-2c4¼"-orp-mat-ill-mail—Jack Hamm ..... REL
The Moral Angle—w-700-mim-orp-ocr—Father Lester CNS
The Week In Religion—w-1000-mim-mail—Staff ..... RNS
Washington Religious News—w-hps-orp—Robert Tate Allan ..... WRN
What Life Has Taught Me—w-500/1,000-orp—Various Celebrities ..... BPS
Wit and Wisdom—w-100-mim—D. L. Yoder ..... INR
World Religious News—w-300-mim—D. L. Yoder ..... INR
Year in Religion—an-3000-mim-mail—Staff ..... RNS
You In The Church-The Church In You—w-4c10¼"/4c10¼"/5c12½"-orp-mat-ill-mail—Staff ..... WIL
Your Life and Mine—dexS/w/m-300-mim—Phyllis Mitchell ..... MIT

32—RESEARCH-POLLS-SURVEYS

Behavior & Business—w-600/700-xerox—S. V. Didato, Ph.D. ..... DID
Campus Opinion—w-500-mim—Daniel C. Beggs & Karl M. Steele ..... NNS
City Editor's Tip Service—w-1000-mim-mail—John Clift ..... GFC
College Poll—w-800-mim-ill—Various ..... GRN
Congressional Quarterly Service—w/3tw-var-orp-ill—Wayne Kelley ..... CQ
Editorial Research Reports—w/5tw-550/6000-orp-ill—Hoyt Gimlin ..... CQ
Enterprise Sunday Features—sm-size varies-mim-ocr-ill-lgp—Various Authors ..... EF
Gallup Poll—sw-var-wire-ocr—Dr. George Gallup ..... PHS
If Your Name Is . . .—w-470-mim—Ann Reynolds, Ph.D. ..... RFS
London Economist News Service—5tw-var-orp-tape-ocr-ill—Economist of London ..... NEA
Newsfeatures—d-var-orp-ill-ilm-tape-ocr—Staff ..... NEA
Phillips-Sindlinger Survey—w-Lc-ill—Kevin P. Phillips & Albert Sindlinger ..... KFS
Test Yourself—d/w-500/750-orp-ill—Jane Sherrod Singer ..... BPS

EVENING
6:00 2 CBS NEWS RETROSPECTIVE
"The Italians." An Emmy Award-winning profile of the Italian national character based on Luigi Barzini's best-selling book, with Barzini as narrator. (R)
8 WEEKEND PLAYHOUSE
"Valley of the Kings" (1954) starring Robert Taylor, Eleanor Parker. An archeologist aids a married couple in their search for the undiscovered tomb of Pharoah Rahotep which the wife believes will confirm her dead father's theories.
5 NEWS
6:30 4 NBC NIGHTLY NEWS
9 THE BIG PREVIEW
"Against All Flags" (1952) starring Errol Flynn, Anthony Quinn. An officer is labeled as a traitor so that he can penetrate the bloody fortifications of a pirate stronghold on a Caribbean isle.
11 CASAL'S MASTER CLASS
7:00 3 NEWS
4 WILD KINGDOM
5 OZZIE'S GIRLS
Brenda and Susie become understandably alarmed when they hear strange voices in their bedroom during the night.
11 STAR TREK
The crew of the Enterprise are exposed to a strange malady which ages them at an incredible rate.
11 ZOOM
7:30 2 APPLE'S WAY
"The Teacher." The Apples' answer an ad and think they're hiring a cleaning woman, but through a misunderstanding, George's old French teacher shows up. (R)
8 THE WONDERFUL WORLD OF DISNEY
"Bristle Face" (Part I) A wandering orphan lad, determined to turn his bristle-faced stray dog into a fox hunter, is befriended and employed by an easygoing country storekeeper. (R)
9 THE F.B.I.
"The Bought Jury." Inspector Erskine investigates threats which resulted in a hung jury in the trial of organization figure, Mario Dracas. (R)
11 JOURNEY TO JAPAN
"Lion Dance and Rice Straw." The joyful prayer dance for good crops is coupled with the harvesting and weaving of rice straw
8:00 5 THE LAWRENCE WELK SHOW
5 DEPARTMENT S
"The Man From X." A man clad in a spacesuit is found wandering dazedly in London and dies before he can be questioned.
11 NEWS AT EIGHT
5 EVENING AT POPS
"Jose Molina"
8:27 2 BICENTENNIAL MINUTES
Narrator: Zsa Zsa Gabor.
8:30 2 MANNIX
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The Harris Survey—2tw-750-mim-ocr—Louis Harris ... CTN
TV Tip Service—w-1000-mim-mail—John Clift ..... LAT
Why You Behave That Way—w-500/600-xerox—
S. V. Didato, Ph.D. ..... DID

32-A—RETIREMENT—SENIOR CITIZENS

A Time To Live—S-ocr—Bob Walton ..... UNP
Finding Security In Retirement—w-2c3½"-orp-mat—
Francis Nugent ..... CSP
Going Like Sixty—2tw-500-ocr-mim—Jack Smith .... NNS
Golden Years—w-650-mim-ocr-mail—
Tom Collins ..... GFC
Heartline—tw-300-ocr—The Waldens ..... PHS
It's Your Money—tw-400-mim-ocr-mail—
Wendell Coltin ..... GFC
Let's Go America—w-500-Le-mail—Hal Brody ..... COR
Life Begins At 40—dex.sat.&S-500-orp—
Robert Peterson ..... MCN
Mainly For Seniors—w-500-mim-orp-ocr—
John T. Watts ..... CNS
Mazel Tov! You're Middle Aged—ind-12,000-man-mail—
Albert Vorspan ..... DDS
Past Sixty—w/eoS-750-man-xerox—Meg Hale ..... HAL
Retirement Is . . . —dexS-1c3¼"-mat-orp—
Eugene Carr ..... NNS
Retirement Report—S-700-mim-ocr—Theodore Schuchat UFS
Retirement Report—w-700-mim-ocr-opr-Lc-mail-
wire-tts-tel—Theodore Schuchat ..... NANA
Senior Citizens America—w-500-Le-mail—Hal Brody . COR
Senior Citizen Review—m-1000-mim—Staff ..... ICS
Senior Forum—5tw-300-mim-ocr-mail—
Paul Hightower ..... GFC
These Great People—w/m-500-xerox—Gordon B. Greb NEF
What About Retirement—w-700-mim-orp-ocr—
Frank Corrick ..... CNS
Your Best Years—tw-350/450-xerox—
Dee Payne ..... CEN
Your Medicare—w-500-mim—Eugene Miller ..... MLN

33—SCIENCE

Americana—w-700-mim-ocr—Sam Stewart ..... CNS
Audio Equipment—w-500-mim—Barney Glazer ..... TCN
Behavior Column—w-600-mim—Bill Cromie ..... ESN
Character Clues—d-1c3"-mat-orp—Galen Scott ..... LED
Dr. Leonard Reiffel Column—tw-350-mim-igp-ocr-mail—
Dr. Leonard Reiffel ..... LAT
Ecology Line—w-qps-man-mim—Ed Dunkelmann ..... INF
Editorial Research Reports—w/5tw-550/6000-orp-ill—
Hoyt Gimlin ..... CQ
Enterprise Sunday/Features—sm-size varies-mim-ocr-
ill-igp—Various Authors ..... EF
Eye On Science—w-3c4½"-orp—John Lane ..... ESN
Fact-O-Rama—w-600-mim—M. W. Martin ..... MAR
Frontiers of Science—5tw-4c2½"-mat-orp-mail—
Andrea Bresciani, Robert Raymond & Stuart
Butler, Ph.D. ..... LAT
Health and Science—occ-600-mim-ocr-igp-orp-Lc-
mail-wire-tts-tel—Ana Honig ..... WNS
Hi-Fi Equipment—w-500-mim—Barney Glazer ..... TCN
How It's Made and Functions—w-2c/3c-ill-orp—
Staff ..... LUI
Human Relations—occ-1000-man-ill—
Elias Adams, Ph.D. ..... EAG
Human Side of Science—w-2c/3c-ill-orp—Staff ..... LUI
Humankind—w-500-mim-mail—Vincent de Liberto .... APS
Latinoamerican Features—w-1800-orp-ill-mail—
Danilo Vasquez ..... AMU
Let's Make—w-2c4"-orp—Ben Corey ..... HAR
Martin's International Newsreel—occ-var-igp—
M. W. Martin ..... MAR
Medicalia—cont-600-mim-igp—M. W. Martin ..... MAR
Medifax and Fiction—w-2c/3c-ill-orp—Staff ..... LUI
Newsfeatures—d-var-orp-ill-film-tape-ocr—Staff ..... NEA
Science—m. var-igp—Mary Jane Bergen ..... EPS
Science & Technology—ind-ps-man—Staff ..... IMN
Science Briefcase—w-800-mim—Staff ..... ESN
Science Critic—w-800-mim—H. Peter Metzger, M.D. ESN
Science Features—2tw-800-mim-igp—Staff ..... ESN
Science For Juniors—d-250-man-mim—
Ronald E. Heston, Ph.D. ..... HUM
Science For You—w-2c5"-mat-orp-ill-mail—
Bob Brown ..... GFC
Science In The News—occ-var-igp-mail—
Sidney Polinski ..... AUN
Science Picture Service—w-var-igp—Staff ..... WIP
Science Specials—qt-(5-6 part series 1000 words
each)-orp-igp—Staff ..... ESN
Science Today—5tw-500-tt—Al Rossiter, Jr. ..... UPI
Scientific Topics/Research—cont-var-mim-man-wire-
telex-mail—R. Queen/A.N. Queen ..... PWF
Shaping The Earth—w-3c3¾"-mat-orp—
Dr. A. A. Manten ..... DWL
Stars Above—w-200-mim-ill-mail—Sherman Walker .. LAT
Strange To Relate—w-400-mim—Alexander Allen ..... ITP
Star Chart—m-800-orp-mim—Richard Knapp ..... ESN
Star Gazing—w-500/var-mim-mail—Robert Allen ..... STG
Stereo Equipment—w-500-m—Barney Glazer ..... TCN
The Medical Consumer—2tw-600-mim—David Hendin .. ESN
The Skies Today—d-37-mim—Bailey R. Frank ..... SKI
The Unexplained—w-500-mim—Allen Soraggett ..... SUN
Why You Behave That Way—w-500/600-xerox—
S. V. Didato, Ph. D. ..... DID

34—SERIALS

Best Sellers (Fiction & Non Fiction)—w-hps-
pt-orp/book form—various authors ..... BPS
Bike Hiking—ind-12,000-mim-mail—
Steve Sherman ..... DDS
Books-into-Serials—cont-occ-var-man-mim—
various authors ..... CHA
Creative Aggression—ind-12 000-mim-mail—
George Bach & Herb Goldberg ..... DDS
Easter Series—an-2500-ill-orp—Eugene Carr ..... NNS

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Eat Up and Slim Down—14 part series-3c10"-Lc-ill-ilm—Lelord Kordel ..... SPE
Eat Your Troubles Away—20 part series-2c15"-Lc—Lelord Kordel ..... SPE
Enterprise Sunday Features—sm-size varies-mim-ocr-ill-igp—Various Authors ..... EF
Exercise Series—(5 parts)-cont-2500-ill-igp—Dr. Lindsay Curtis ..... NNS
Famous Short Stories—w-250/2000-orp—various authors ..... BPS
Feel Young Again—24 part series-3c10--orp-ill-ilm—Lelord Kordel ..... SPE
Give! Who Gets Your Charity Dollar—ind-12,000-mim-mail—Harvey Katz ..... DDS
How To Buy Major Appliances—cont-600-mim—Charles Klampkin ..... NNS
Lady Beware—ind-12,000-mim-mail—Peter Arnold .. DDS
Let's Live Longer—12 part series-3c10"-orp-ill-ilm—Lelord Kodel ..... SPE
Looking Back—ind-12,000-mim-mail—Joyce Maynard . DDS
Make People Like You—18 part series-2c15"-Lc-ill-ilm—Lelord Kordel ..... SPE
Mazel Tov! You're Middle Aged—ind-12,000-man-mail—Albert Vorspan ..... DDS
My Life In The Mafia—ind-12,000 words-mim-mail—Vincent Teresa & Thomas Renner ..... DDS
NANA News Service—5tw-20,000-mim-ocr-orp-Lc-mail-wire-tts-tel ..... NANA
Our Vanishing Liberties—15 part series-3c10"orp-ill-ilm—Omar V. Garrison ..... SPE
Recycling with Imagincation—occ-var-ill-xerox— Elena .ELN
Serialization of Books—occ ..... WPW
Star Mates & Friends—ind-12 parts-725 each-mim—Cullen Moore ..... CMS
Stay Alive Longer—21 part series-2c15"-orp-ill-ilm—Lelord Kordel ..... SPE
The Chargers—dexS-3c/4c-orp—Ross Bunch ..... CEN
Today's World—w-6 stories-700 each-orp-ocr—Staff Writers ..... CNS
Tonight—ind-12,000-mim-mail—Terry Galanoy ..... DDS
Women Are My Favorite People—ind-12,000-man-mail—Art Linkletter ..... DDS
You Can Profit From A Monetary Crisis—Harry Browne ..... NNS

35—SHORT STORIES

Best Sellers (Fiction & Non-Fiction)—w-hps-pt-orp/book form—various authors ..... BPS
Famous Short Stories—w-250/2000-orp—various authors ..... BPS
Good News—w-600-mim-rop-ocr—Frank McComber ... CNS
Harper's Newspaper Service—m-6000-ocr ..... RTS
Historical Fillers—w-700-mim-ocr—Staff ..... CNS
Timeless Fillers—w-600-mim-ocr—Staff ..... CNS
Today's World—w-6 stories-700 each-orp-ocr ..... CNS
Staff Writers ..... CNS
Two-Minute Mysteries—Back Issues Only (set of 24 available as a package)—300 words each-mim—Donald J. Sobol ..... TM
True Crimes and Mysteries Series—w-Lc-ill—William T. Brannon ..... KFS
Weekly Short Stories—w-ps-qpt-orp—various authors . OPS

36—SPECIAL PAGES

Celebrity Cookbook—w-800-mim-igp-ocr—Johna Blinn . CTN
Christmas Gift Pages—an-var-orp-ill-igp-mat-tape-ocr—Staff ..... NEA
Cook's Corner—w-ps-hps-orp-xerox—Lillian Hergesell ... DF
Easter Series—an-2500-ill-orp—Eugene Carr ..... NNS
Enterprise Sunday Features—sm-2500/3000-mim-igp-mail—various authors ..... ESF
Enterprise Sunday Features—sm-size varies-mim-ocr-ill-igp—various authors ..... EF
Exclusive Book Excerpts—w-1500-ocr ..... PHS
Gabriel Graphic News—cont/m/sea-pt-orp-mates ..... GNB
Jeane Dixon Predictions—2ty-2000-mim-ocr—Jeane Dixon ..... CTN
Justice Stories—S-1500-orp—Staff ..... CTN
My Life In The Mafia—Ind-12,000-mim-mail—Vincent Teresa & Thomas Renner ..... DDS
Neue Zurcher Zeitung—w-1000-mim—Neue Zurcher Zeitung Contributors ..... SUN
News-in-Color—occ-var-orp-ill-mim ..... NEA
People, Places and Products—m/cont-2 to 4 pgn. tab-orp-mats ..... GNB
Pictorial Page (Feature Story)—3tw-2ps-1 pt-mat-orp—Staff ..... KFS
Picture Show—w(sat.)-ps-mat-orp-igp—Staff ..... APN
Revolutionary Times—w-600-mim—Dr. Richard V. Bertain ..... CF
Shop At Home—13"x9"-orp—Wm. E. Jary ..... CA
Single By Choice—tw-400/500-xerox—Antoinette May ..... CEN
Sparks of Wisdom—dex.S/w-50/75-mim—Cedric Simms ..... WLG
Special Subjects—cont-var-man-mail ..... ZUB
The Sunday Times of London Service—Lc-igp ..... KFS
U-Bild It—dS-sph/var-man-ill-orp—Steve Ellingson ..... DF
Year End Pages—an-var-orp-ill-igp-mat-tape-ocr—Staff NEA

37-SPORTS-OUTDOORS

A Child Learns To Swim—sea-2c6"-mat-orp—Staff .. TSS
All About Horses—w-500-mim-ill—John H. Shropshire ..... SHR
All You Got To Do Is Ask—2tw-orp-tape-ocr—Murray Olderman ..... NEA
Along The Camping Trail—fn-600-orp-mim—various authors ..... BA
Arnold Palmer Method—2tw-2c6"-ill-mat-orp—Arnold Palmer ..... NNS
Around The House With Jan Paul—w-var-mim—Jan S. Paul ..... PAU
Ask Dr. Bicycle—w-500-mim-ocr—Stanley D. Chess .. CTN
Baseball Form Charts—an-var-orp-ill-ilm-tape-ocr—Staff ..... NEA
Basketball Form Charts—an-var-orp-ill-ilm-tape-ocr—Staff ..... NEA
Basketball Prophecy—w/sea-2c8"-orp-mail—Mort Olshan ..... MOS
Berkow Column—2tw-orp-ill-ilm-tape-ocr—Ira Berkow ..... NEA
Bike Hiking—ind-12,000-mim-mail—Steve Sherman ... DDS
Billy Casper Says—3tw-2c6"-ill-mat-orp—Billy Casper ..... NNS
Black Sports—3tw-500-mim-tt—Sam Skinner ..... BLP
Boating—w/sea-350-ill-ocr-ilm-orp-mim—Stan Davies NNS
Bowling at Its Best—w-2c4"-mat-orp-mail—Dick Weber ..... GFC
Bowling Tips—4tw-50-ocr-ilm-orp-mim—Don Carter & Marion Ladewig ..... NNS
Cal The Computer—sea/dS-2c5"-orp-mat—Bud Goode ..... UFS
Camping Family Style—w-2c11"-orp—Angela and Ford Bothwell ..... SUB
Champion Athlete—dS-250/300-xerox—Johnny Unitas & George Dintiman ..... CEN
Comments on Sports—w-2c4"-orp—Pete Fritchie ..... EDC
Dick Dunkel Basketball Index—w-sea (15 wks)-var-orp-mat—Dick Dunkel ..... DSR
Dick Dunkel College Football Index—w-sea (13 wks.)-3c9"-mat & 6" story-orp-mat—Dick Dunkel ..... DSR
Did You Know—w-2c5"-orp-ocr—Ed Wilkins ..... CNS
Durslag Sports Column—5tw-Lc—Melvin Durslag ..... KFS
Ecology/Outdoor Roundup—w-750-mim-mail—Staff ... CAP
Elmer Stoon—w-2c4"-orp—Donald H. Knudsen ..... SIE
Gary Player's Golf Class—3tw-4c-5c-mat-orp—Gary Player ..... KFS
Golf Cartoons—w-qpt-orp-ill—various authors ..... OFS
Golf Series—an-var-orp-ill-ilm-tape-ocr ..... NEA
Gulf Tips—w-2c6"-orp-mat—George Knudson ..... SUN
Good Earth Almanac—S-hps/tps/qps/pt-mat—Mark Gregory ..... UNP
Good Sam Recreational Vehicle Tips—w-2x5-orp-mail—Bob Stevens ..... TLS
Handi-Football Ratings—sea/w-2c8"-orp-mail—Mort Olshan ..... MOS
Hockey For Minors—sea-2c6"-orp-mat—Staff ..... TSS
Hockey Tips—w-2c6"-orp-mat-igp—Bobby Orr ..... SUN
Hoop Ratings—sea/w-2c8"-orp-mail—Mort Olshan ..... MOS
Horse Sense—dS-500-man—Gerard Player ..... SPA
How To Take The Fun Out Of Golf—var-orp—Dick Harris ..... HAA
In A Ringside Seat—w-750/1000-mim—Sam Taub ..... NEW
Inside Auto Racing—3tw-600-mim-igp—Don O'Reilly AU
Jack Pokress at Large—w-2c10"-ill-tape-mail—Jack Pokress ..... NFI
Jews In Sports—w-800-mim—Haskell Cohen ..... JTA
Jim Murray Sports Column—5tw-350-mim-mail—Jim Murray ..... LAT
Jimmy the Greek—2tw-500-wire—Jimmy Snyder ..... PHS
Let's Make—w-2c4"-orp—Ben Corey ..... HAR
Life On Wheels—w-var-man-mail—Art Kouse ..... TLS
Little Sport—dexS-4c1¼"-mat-orp-mail—John Rouson ..... GFC
Mark Trail's Outdoor Tips—dexS-1c-mat-ocr—Ed Dodd PHS
Ms. Golf—5tw-2c6"-orp—Maggie Hathaway ..... WOR
NBA—Pro Forecast—sea/w-2c8"-orp-mail—Bill Lee ..... MOS
News In Color—occ-var-orp-ill-ilm ..... NEA
Newsfeatures—d-var-orp-ill-ilm-tape-ocr—Staff ..... NEA
Olderman Column—w-orp-tape-ocr—Murray Olderman ... NEA
On The Fairway—w-700-mim—Max Faulkner ..... ITP
Outdoor Guideposts—w-4c5"-orp—Fred Luks ..... OUG
Outdoor Life—w-qpt-orp-ill—various authors ..... OPS
Outdoors—w-500-man-xerox—Bob Pulliam ..... PUL
Palmer Strategy—w-300-ill-ilm-orp-ocr-mim—Arnold Palmer ..... NNS
Pedal Pushers—tw-400/500-xerox—Stephen B. Leek .. CEN
Pigskin Prophecy—sea/w-2c8"-orp-mail—Mort Olshan MOS
Portrait Of An Athlete—cont-ps-mail-xerox—Phil Kalker ..... AEW
Power and Sail—w-600-mim-500-mim-ocr-mail—Almon Lockabey ..... GFC
Pro Pix—sea/w-2c8"-orp-mail—Mort Olshan ..... MOS
Racing Form Selections—var-100-wire—Racing Form Staff ..... CTN
Sensations of Sport—d/w-500-mim-ill—Neville Colvin .. ITP
Ski Trails—sea/w-500/600-mim-ill-igp—Hal Ball ... RPS
Ski World—w/sw-var-xerox—Ron Posey ..... ENT
Skiing With Killy—w/sea-1c-2c/250 words-mim-ocr-ill-ilm-orp—Jean Claude Killy ..... NNS
Snowmobiling—w/sea-300/600-(ill-1c2¾")-ocr-ilm-orp-mim—Stan Davies ..... NNS
Soccer Shots—w-350-man—Irma Ganz Miller ....SA-JLS
Solunar Tables—w-500-ocr—Jacqueline Knight ..... RTS
Speaking Of Sports—w-600-mim-orp-ocr—Staff Writers CNS
Sport & Recreation—ocr-250-man—Irma Ganz Miller ..... SA-JLS
Sportcaster—dex.S-1c3½"-orp-mat—Eddie Germano ..... CF
Sportin' Life—w-750-mim-ocr-orp-Lc-mail-wire-tts-tel—Bill Verigan ..... NANA
Sports Cartoon—sw-var-orp-mat—Murray Olderman .... NEA
Sports Cartoons—5tw-2c-mat-orp—Alan Maver ..... KFS
Sports Corner—w-2c5¼"-ill-mat-orp—Al Ray ..... CSP
Sports Crossword—w-2c"-orp-mat—Bob Kay ..... SUN
Sports Features—w-pt-orp—various authors ..... SPW
Sports Hot Line—sw-ocr—Mickey Herkowitz and Steve Perkins ..... UNP
Sports Parade—dex sat-450-tt—Milton Richman ..... UPI
Sports . . . Postpaid—m-250-man—Irma Ganz Miller . SA
Sports Quiz—w-1c4"-orp—Lillian Hughes ..... EDC
Sports Scene—com-500-man—Lee James ..... SA-JLS
Sports Unlimited—w-700-mim-orp-ocr—Staff Writers . CNS
Sportsaction—tw-800-mim—Don Bacue ..... BRK
Sportsman's Digest—dexS-1c 4½-mat-orp-mail—Hal Sharp ..... GFC
Stars and Sports—tw-750-mim—John Austin ..... HIS
Tank McNamara Daily—dexS-4c-mat—Jeff Millar and Bill Hinds ..... UNP
Tank McNamara Sunday—Shps/tps/qps/pt-hpt-mat—Jeff Millar and Bill Hinds ..... UNP
Teach Your Child To Swim—w-3c1½"-orp—Julie Hoyle Smith ..... ITP
Tennis Is King—Billy Jean King ..... MED
Tenpin Tips—dexS-1c2½"-mim-ocr-ill-mail—Frank Clause ..... GFC
The Bottom Ten—sea-ocr—Steve Harvey ..... UNP
The Chargers—dex.S-3c/4c-xerox—Ross E. Bunch .... CEN
The Football Fact Finder—tw-600-mim—James H O'Hare ..... MCS
This Is Sport—w-1c/2c-orp-mat—Court Alderson ..... SM
Travel—w-500/700-mim-orp—Gustav Berle ..... BER
Trevino—w-500-ill-mat-orp-ocr—Lee Trevino ..... RTS
Trim's Arena—dexS-2c-mat—Hal Trim ..... UNP
Understanding Hockey—sea-500-mim-ill—Staff..... TSS
Wells Twombley On Sports—3tw-500-wire-ocr-mim—Wells Twombley ..... NNS
What's Doing In Sports—w-ps-xerox-mail—Phil Kalker ..... AEW
What's Doing In Sports—w-2c5"-xerox—Lee Allen .. AMF
Wheels—w-600-mim-igp—Marshall Spiegel ..... CF
William Barry Furlong—4tw-mim-orp-mail-wire—William Barry Furlong ..... WPW
Winning Tennis—w/sea-2c6"-mat-orp—Dave Kornreich NNS
Woody's World—dexS-2c5"-mat-orp—John Holm ..... NNS
You, Your Child, and Sports—w/d/3tw-500-mim—David Nydick ..... DAN
Young Ideas—5tw-700-orp—Dick Young ..... CTN

38—STAMPS, COINS, MEDALS

Adventure Postpaid—m-250-man—Jeff Lee ..... SA-JLS
Coin Counting—w-500-mim-igp-mail—Barbara White ..... NUM
Coin Notes—w-150-mim—Ronald Anders ..... AR
Coin Roundup—w-500-mim-ocr-ill-mail—Maurice M. Gould ..... GFC
Coin-Stamp-Medal World—S-500-man—Frank Dennis . SPA
Coin Talk—w/cont-500-xerox—Don A. Stewart ..... STS
Coin-Wise—w-500-ill-ocr-igp-mim—Leon T. Lindheim NNS
Doug Patrick's Stamp Column—w-500-mim-mat—Doug Patrick ..... BOM
International Adventure (Numismatic)—w-500-ill-mim—Julius Weiss ..... WEI
International Adventure (Philatelic)—w-500-ill-mim ..... WEI
Junk or Treasure—w-100 var-orp—D. Walsh ..... TWN
Mint Error Coins—S-500-man—Frank G. Spadone .... SPA
Philatelic News—w-500/750-orp-igp—Gustav Detjen, Jr. ..... DET
Sports . . . Postpaid—m-250-man—Irma Ganz Miller .....SA-JLS
Stamp Nook—w-600-mim-igp—Ronald Anders ..... AR
Stamping Around The World—w-500-mim-orp-ocr—Lea Brauvelt ..... CNS
Stamps Are Fun—w-500/700-man—Edmund M. Midura ..... MID
The Coin Box—w-400-mim-mail—Norman M. Davis .. NMD
The Coin Box—w-500-mim-orp-ocr—Gary Palmer ..... CNS
Week In Stamps—w-500/700-orp-igp—G. Detjen ... DET
The World of Coins—w-500-mim-igp-mail—Barbara Lyon ..... NUM

38A—TEENAGE

A Good Book To Read—d/w-500-man—Martin J. Ross ..... LAW
Along The Dance Trail—fn-500-orp-mim—The Bascomer ..... BA
Arnie—w-ps-orp-ill—Arnie Stockholm ..... BPS
Ask Beth—tw-350-mim-ocr-mail—Beth Winship ..... LAT
Ask Dr. Bicycle—w-500-mim-ocr—Stanley D. Chess ... CTN
Career Corner—3tw-600-orp—Joyce Lain Kennedy .... MCN
Center Stage—w-400-mim-ocr—Joseph Thesken ..... CNS
Drawing Is Fun—w/S-ps-orp-ill—W. Trag ..... BPS
Enter'teenment—w-var-man—Buddy Basch ..... BAS
Eyes On Tomorrow—5tw-500-mim-igp—Philippa Ruth ..... WOR
For and About Teenagers—w-2c5"-orp-mat-ill—C. W. Smith ..... CSP
Games & Puzzles—w-qpt-orp-ill—various authors ... OPS
For Parents Only—w-2c8"-orp—Dr. Darryl and Joyce Laramore ..... SUB
Generation Rap—3tw-Lc-orp—Helen & Sue Bottel .... KFS
Growth, Conflict and Hangups—2tw-500-orp—Saul Kapel, M.D. ..... CTN
Help—3tw-600-ocr—Ellen Peck and E. James Lieberman, M.D. ..... CTN
Just For You—w/S-ps-orp-ill—Earl Engleman ..... BPS
Landmark Decisions—d/w-500-man—Martin J. Ross .. LAW
Legal Aid—d/w-500-man—Martin J. Ross ..... LAW
Letters From Dad—d/w-500-man—Martin J. Ross . LAW
People and Problems—d/w-500-man—Martin J. Ross LAW
Peter Panic—w/S-ps-orp-ill—Lo Linkert ..... BPS
Pop Scene Answer Man—w-800-mim-ocr-orp-mail-Lc-wire-tts-tel ..... UFS
Pop Scene Service—w-5000-mim-ocr-orp-mail-Lc-wire-tts-tel—Barbara Lewis ..... UFS
Rated G—occ-600-mim-ill-var-orp—Lucinda ..... NPS
Rolling Stone—3tw-400/800-mim ..... KFS
Strictly Personal—w-500-min-ocr-orp—Pat & Marylin Davis ..... CNS
Sunday Laughs—w-ps-orp-ill—Paul Swede ..... BPS
Susie Mac—5tw-800-mim-ocr-orp-mail-Lc-wire-tts-tel—Susan MacDougal ..... UFS
Teen-Age Mail—tw-500/750-xerox—Dorothy Ricker .. RTS
Teen Forum—5tw-500-mim-ocr-orp-mail-Lc-wire-tts-tel—Jean Adams ..... UFS
Teen Scene—d-1c3"-orp—Ben Corey ..... HAR
Teen Topics—d-250-man-mim—Ronald E. Heston, Ph.D. ..... HUM

Teenage Corner—d-470-mim—Ellie and David ..... TEE
Teenage Driving Tips—w-500-orp—Jane Sherrod ..... BPS
Teen-Agers Say—w-1000-mim—Lester Rand ..... YOU
The Gilmore Bros. Music Scene—w-900/2c13"-orp-mat—Douglas & Keith Gilmore ..... TEL
The Gilmore Bros. Top Forty Forecast—w-2c5"-orp-mat-mail—Douglas Keith Gilmore ..... TEL
The Law Letter—d/w-500-man—Martin J. Ross ..... LAW
The Scene—w-500-mim—Robert Edward Curtis ..... GSM
The Wah-Wah Pedal—w-350-mim-Tom Calendar ..... TAG
The Youthful Viewpoint—w-1000-mim—Lester Rand . YOU
Today's Teens—w-300-mim—Lester Rand ..... YOU
Truth—w/S-ps-orp-ill—Paul Swan ..... BPS
Under Twenty—5tw-var-mim-lgp—Kurt Lassen, Ed. .... CF
Under Twenty—5tw-5c-mim-lgp—various authors ..... MIL
World Of Youth—d/tw/w-600-xerox-mail—Buddy Nevins ..... CIT
Your Child's Development—2tw-500-ocr-mim—Dr. Ronald Parker ..... NNS
Young and Healthy—3tw-600-mim-ocr—Frank Falkner, M.D. ..... CTN
Youth Page—w-600-ilm-igp-orp—Nancy Gilbert ..... APN

39—TRAVEL

Adventure Postpaid—m-250-man—Jeff Lee ..... SA-JLS
Around The House With Jan Paul—w-var-mim—Jan S. Paul ..... PAU
Around The World—w-600-man—Sidney Ascher ..... ASC
Around the World—w-600-mim—Stan Delaplane ..... CHR
Camera Ready Travel News—qt-300/500-1+3/4c17"+var-orp-igp-mail—various sources ..... LWF
Camping Family Style—w-2c11"-orp—Chuck & Edythe Adams ..... SUB
Choral Pepper Travels—w-hpt-xerox-mail—Choral Pepper ..... PEP
Christian Science Monitor News & Photo Service—5tw-ver-lgn-ocr ..... RTS
Continental Diary—w-900-mim-ocr-orp-Lc-mail-wire-tts-tel—Noel Anthony ..... NANA
Cross Road Comment—w-500-mim—Paul & Sybil Lamport ..... TRP
Daily News Record Service—5tw-mail ..... FA
Destination—w-600/700-mim—Joseph Adler ..... ADL
Family Travel—d/tw/w-600-xerox-mail—Betty Lowry . CIT
Freighter Travel—w-1000-mim—Norman Austin ..... HIS
Going Our Way—S-800/1000-mim-lgp—Bob Sloane ... STR
Great Trains—m-ps-orp-ill—Misc Authors ..... OPS
Gullivers/Innocence Abroad—w-2c4"/1c2"-orp-mat—Mary Gauerke ..... WSS
Ladies First—w-900-mim-ocr-orp-Lc-mail-wire-tts-tel—Trixie Belmont ..... WNS
Latinoamerican Features—w-1800-orp-ill-mail—Danilo Vasquez ..... AMU
Let's Ask The Bible or Truth for Today—5tw-sph-mim-mail—A. J. Van Campen ..... GLS
Magic Carpet—w-800/1200 var-orp ..... TWN
Miscellaneous Travel—m/cont-300/500 var.-xerox-igp-mail—various authors ..... LWF
Motor Tips—w-500-mim—Stirling Moss ..... BPS
Newsfeatures—d-var-orp-ill-ilm-tape-ocr—Staff ..... NEA
Of All Places—w-750-orp-ocr—Horace Sutton ..... PHS
Offbeat Diary—w-500-mim-ocr—Staff Writers ..... CNS
Pedal Pushers—tw-400/500-xerox—Stephen B. Leek . CEN
Penny-Wise Traveler—w-750-min-igp-ocr-mail—Jane Morse ..... LAT
People & Places (And Some Other Things)—dexS-var-xerox—W. F. (Pete) Powell ..... POW
Photo Files (Show Business and Travel)—occ-var-igp BAS
Places To Remember—Jack Baker & Carol Baker .... BAK
Ports of Call—w-2c8"-orp—Edward H. Sims ..... EDC
Richard Joseph Column—w-700-ocr—Richard Joseph .. CTN
Single By Choice—tw-400/500-xerox—Antoinette May CEN
Teenage Driving Tips—w-500-orp—Jane Sherrod .... BPS
Tele-Views & Ventures—w/cont-400/500-pt (6½x10)-orp-igp-mail—Ernest F. Jessee ..... LWF
Test Yourself—d/w-500/750-orp-ill—Jane Sherrod Singer ..... BPS
The Traveler—w-450-mim-orp-ocr—Harold McConnell CNS
The Traveler's World Column—S-500-mim—Paul J. C. Friedlander ..... TTW
Tips For Trips—fn-750-mim-igp—Rosellen Callahan ..... EES
Travel—w-500-ill-ocr-mim—Tom & Michele Grimm ... NNS
Travel—w-500-orp—Murray Brown ..... UPI
Travel Along—fn-600-orp-mim—The Bascomes ..... BA
Travel America Articles—lnd-cont-var-lgp-xerox-mail—Arthur S. Green ..... GRE
Travel & Leisure—w-500-mim—Bob Nesoff ..... GSM
Travel Box—w-1200-orp—various authors ..... NYT
Travel Column—w-1000-wire—Jerry Hulse ..... LTWP
Travel Facts—S-800-qps-xerox-igp—Landt & Lisl Dennis ..... PFI
Travel—Let's Go—m-var-igp—Margaret Williams .... EPS
Travel Log—w-500-xerox—Dave Goodwin ..... GOO
Travel News & Notes—w-var-igp-orp—Geroge G. White FEA
Travel On A Shoestring—d/tw/w-600-xerox-mail—Arell B. Chapin ..... CIT
Travel Scene—fn (alternate with "Freighter Travels")-1000-mim—Norman Austin ..... HIS
Travel Talk—Dorothy Richey ..... RBN
Travel Time—fn-1000-mim-igp—Ned Walters ..... ICS
Travel Tips—m-var-xerox-mail—Paulette Cooper ..... INP
Travel Topics—w-500-orp—Murray Brown ..... UPI
Travel—Tourism—com-var-mim—David Horowitz ..... WUP
Travel Whirl—w-var-man—Buddy Basch ..... BAS
Travel With Hermes—w-750/1000-mim—Hermes .... NEW
Traveler's Clearing House—w-600-mim-lgp—Stephanie Bonsavage ..... CF
Traveling Women—fn-1000-lgp-mim—Rosellen Callahan ..... EES
Trip Tips—w-650-ocr-xerox—Marie Mattson ..... MAT
Trip Tricks—w-750-man—Staff ..... STA
W-Service—eoS-mail ..... FA
Walking Tours—fn-1000-lgp-mim—Rosellen Callahan ..... EES
Women's Wear Daily Service—5tw-lgp-mail ..... FA
Women's World—4tw-150-mim-ocr-orp-Lc-mail-wire-tts-tel—Iris Hartman ..... WNS
World Wide Travel Advice—cont-var-mim—Paige Palmer FAS

40—VETERANS

At Your Service—w-var--mim-mail—Staff ..... ARM
Newsfeatures—d-var-orp-ill-ilm-tape-ocr—Staff ..... NEA
Your Best Years—tw-350/450-xerox—Dee Payne .... CEN

41—WOMEN'S PAGES

***A New You**—3tw-ill-mat-orp-Lc—Emily Wilkens .... KFS
After A Fashion—3tw-900-mim-ocr-ill-orp-Lc-mail-wire-tts-tel—Marian Christy ..... UFS
All About Wine—w-500-orp—Ruth Ellen Church .... CTN
Alumnae—dex.S-2c3"-orp-mat—Mary Gauerke ..... RTS
Amy—dex.S-2c3"-mat-orp—Jack Tippit ..... RTS
Amy Vanderbilt's Etiquette—6tw-500-mim-ocr-mail—Amy Vanderbilt ..... LAT
Animail—S-500-mim-ill-ocr—Cleveland Amory ..... CTN
Ann Landers—w-750-orp—Ann Landers ..... MIL
Ann Landers' Column—dS-750-ocr—Ann Landers .... PHS
Antique Wise—w-600-mim-lgp—Dorothy Hammond ... MIL
Antiques & Stuff—w-500-ill-lgp-ocr-mim—Anne Gilbert ..... NNS
Apartment Modes—w-500-mim-orp-ocr—Adele Faulkner CNS
Arnie—w-ps-orp-Ill-Arne Stockholm ..... BPS
Around The House With Jan Paul—w-var-mim—Jan S. Paul ..... PAU
Ask Beth—tw-350-mim-ocr-mail—Beth Winship ..... LAT
Ask Jennifer—2tw-600-mim-ill-ocr—Jennifer Anderson . CTN
Ask The Stars—w-2c8"-xerox—Charles Petzold ..... PET
Astro-Guide—7tw-2c5"-mat-orp—Ceean ..... CTN
Astroday—dS-2c6"-xerox—Jonathon ..... CEN
At Wit's End—tw-400-ocr—Erma Bombeck ..... PHS
At Your Own Risk—w-500 ..... GAZ
Austine La Mar Fashion Patterns—w-2c8"-mat-orp-mail—Austine La Mar ..... GFC
Australian Home Journal—m-ps-orp-ill ..... OPS
Australian Woman's Weekly—m-ps-orp-Ill ..... OPS
Beauty At Home—dex.S/w-100/200-mim—Lynn Carter ..... WLG
Beauty Is . . . —w-1c2"/var-xerox-Madame Lucille Bouchard ..... BOU
Beauty Plus Magazine—m-ps-orp-ill—from England ..... OPS
Beauty Tips From Hollywood—w-500-orp—various show business personalities ..... BPS
Before You Buy —S-900-mim-ocr-orp-Lc-mail-wire-tts—Margaret Dana ..... UFS
Better Half Daily—d-2c3"-mat-orp—Ruth Barnes ..... RTS
Better Living Guide—w-pt-man-orp—Ruth E. Thompson DIC
Better Living With The Stars—w-pt-man-orp—Sally Miller ..... DIC
Betty Beale's Washington Letter—w-var-lgp-ocr—Betty Beale ..... PHS
Between Us Girls—d-1c1"-ilm ..... AF
Bike Hiking—lnd-12,000-mim-mail—Steve Sherman .... DDS
Book Ratings—w-350-mim—Staff ..... GRN
Bubblegummers—d-1c3½"-orp-mat—Jeff & Carol Wakefield ..... SUN
California Couture—m-250-mim-lgp-mail—California Designers ..... LAT
Call Me Ms.—w-600-mim-orp-ocr—Audrey Gellis .... CNS
Career Corner—3tw-600-orp—Joyce Lain Kennedy .... MCN
Celebrity Cookbook—w-800-mim-lgp-ocr—Johna Blinn ..... CTN
Celebrity Interviews—occ-600-mim-ocr-lgp-orp-Lc-mail-wire-tts-tel—Rebecca Morehouse ..... WNS
Celebrities Laugh—w-qpt-orp-ill—misc. authors ..... OPS
Celebrities Speak—w-qpt-orp-ill—misc. authors ..... OPS
Christian Science Monitor News & Photo Service—5tw-var-lgp-ocr ..... RTS
Clear Talk—w-600-mim—Mary Alice Bennet ..... AF
Clip Magazine from Australia—m-ps-orp-Ill ..... OPS
Clip 'n Cook—w-3c3"-orp-ill-ocr—Staff ..... CNS
Clotheslines—w-600-mim-ill-mail—Marylou ..... LAT
Community Club Awards ..... CCA
Consumer's Question Box—w-900-mim-ocr-orp-Lc-mail-wire-tts-tel—Margaret Dana ..... UFS
Cooking Corner—w-500-mim-orp-lgp-ocr—Susan Delight ..... CNS
Creative Aggression—lnd-12,000-min-mail—George Bach & Herb Goldberg ..... DDS
Creative Mothering—tw-500-mim-Ill-ocr-mail—Terri Stanley ..... LAT
Crosby Column—d-4c3½"/2c7⅛"-mim-lgp—Joan Crosby ..... EF
Daily News Record Service—5tw-mail ..... FA
Dear Abbey—7w-700-orp-ocr—Abigail Van Buren ..... CTN
Dear Sally—dexS/w-250/300-mim—Sally Shaw ..... WLG
Decor Score—w-500-mim-orp-ocr—Barbara Hartung .. CNS
Design for People—S-500-mim-ocr-Ill-orp-tts-mail-wire-tel—Emily Malino ..... UFS
Designing Woman—3tw-700-mim-lgp-ocr—Barbara Taylor Bradford ..... CTN
Dr. Lee Salk's Column—w-750-mim—Dr. Lee Salk ... AD
Do It Yourself—dS-sph-var-lgp-Ill-man—Steve Ellingson ..... UB
Doing the Right Thing—6tw-500-ocr—Elizabeth Post CTN
Dottie Decorates—w-2c4"-mim-Ill-ocr-mail—Dorothy and Harry Brown ..... GFC
Drawing Is Fun—w/S-ps-orp-Ill—W. Trag ..... BPS
Eat and Grow Younger—24 part series-2c15"-orp-ill-ilm—Lelord Kordel ..... SPE
Eat. Drink & Be Merry—w-600-mim-ocr-orp-Lc-mail-wire-tts-tel—Robert J. Misch ..... WNS
Eat Up & Slim Down—14 part series-3c10"-Lc-Ill-ilm—Lelord Kordel ..... SPE
Editorial Material & Pictures for Women's Pages .... UOP
Exercise Series—an-2500-Ill-orp—Eugene Carr ..... NNS
Family Finance—w-600-mim-ocr-orp-LC-mail-wire-tts-tel—Betty Yarmon ..... WNS
Family Forum—w-2c9"-orp—Jacob C. Lish, J.D. & Dr. Marguerite S. Fogel ..... SUB
Family Lib—2tw-350-orp-tape-ocr—Joanne & Lew Koch ..... NEA
Family Travel—d/tw/w-600-xerox-mail—Betty Lowry CIT
Famous Recipes—w-250/750-orp-lgp-color—J. Sherrod BPS
Fascinating Fabrics—w-500-mim—Frances Dietrich .. MCN
Fashion & Beauty Tips—w-var-orp-tape-ocr—Staff ... NEA
Fashion Trends—occ-var-lgp-mail—Helen Yarnell ..... AUN
Fashionettes—w-300-orp—Staff ..... UPI
Fashionette Patterns—w-2c5"-ocr ..... UFS
Fast Gourmet—w-500-mim-ocr-mail—Poppy Cannon .. GFC
Features for Women's Pages—sea-var-mim-lgp—Staff .. ICS
First Aid to Ailing House—7tw-500-mim-ocr—Roger C. Whitman ..... UFS
Fix It Tip—w-50-1c3"-orp-ill-Ilm-Staff ..... CEF
Food for Americans—4tw-400-orp-ill-tape-ocr—Aileen Claire ..... NEA
Food For Thought—2tw-600-mim-orp-ocr—Dr. Jean Mayer ..... CTN
For A Happy Life—w-90-man—Fritchie Saunders .... HC
For Parents Only—w-2c8"-orp—Dr. Darryl and Joyce Laramore ..... SUB
For The Consumer—2tw-750-mim-ocr-orp-Lc-mail-wire-tts-tel—Sidney Margolius ..... WNS
Fortune Kookies—d-1c3"-mat-orp—Charles Glass .... CTN
For Women Only—3tw-500-mim-ocr—Dr. Lindsay Curtis ..... NNS
For Women Who Work—2tw-600-mim-ocr.. Alice Skelsey ..... CTN
Frankly Feminist—w-700-ps-mim—Gena Corea ..... NRF
Give! Who Gets Your Charity Dollar—lnd-12,000-mim mail—Harvey Katz ..... DDS
Growth, Conflict and Hangups—2tw-500-orp—Saul Kapel, M.D. ..... CTN
Happy Homemaking—w-50/1c3"-orp-Ill-Ilm—Barbara Baker ..... CEF
Health and Science—occ-600-mim-ocr-orp-Lc-mail-wire-tts-tel—Ana Honig ..... WNS
Heart Line—w-500-mim-ocr ..... CNS
Helen Help Us!—3tw-Lc-orp—Helen Bottel ..... KFS
Help—3tw-600-ocr—Ellen Peck and E. James Lieberman, M.D. ..... CTN
Hennessy Column—w-600-orp-tape-ocr—Helen Hennessy NEA
Hi! I'm Dorsey Connors—tw-500-ocr—Dorsey Connors ..... PHS
***Hints from Heloise**—d-Lc-mat-orp; S-tps-hpt-color mat-orp ..... KFS
Hollywood Beauty—tw-350-mim-lqp-ocr-mail—Lydia Lane ..... LAT
Home—w-300-mim-lgp-mail—Ann Jermyn, George Adams ..... DHJ
Homemaker's Newsletter—m-var-orp-Ill-mail—Gloria Pitzer ..... HAP
Hooks and Needles—w-125-mim-lgp-mail—Jane Derryberry ..... LAT
Household Hints—w-300-orp—Staff ..... UPI
How To Be A Supermother—W-var-orp—Dick Harris HAA
How To Keep Well—7tw-600-ocr—T. R. Van Dellen, M.D. ..... CTN
How To Use The Gold Mine Between Your Ears—d/w-500-1000-mim—Dr. Whitt N. Schultz ..... KNF
Dr. Whitt N. Schultz ..... KNF
In The Kitchen—w-50/1c3"-orp-Ill-Ilm—Staff ..... CEF
Inside Fashion—4tw-900-mim-lgp—Eugenia Sheppard PHS
Interior Decorating—4tw-400-mim-ocr-Ill-orp-mail-Lc-wire-tts-tel—Genevieve Fernandez ..... UFS
Jeane Dixon Horoscope—7tw-600-orp-ocr—Jean Dixon ..... CTN
Jelly Side Down—sw-ocr-mat—Nancy Stahl ..... UNP
Joan Rivers—sw-400-ocr—Joan Rivers ..... PHS
John Sinor Column—w-400-mim-orp-ocr—John Sinor .. CNS
Just For You—w/S-ps-orp-Ill—Earl Engleman ..... BPS
Knitting & Crochet—m-ps-orp-ill—from England .... OPS
Know Your Antiques—w-500-lgp-mat-orp-ocr—Ralph & Terry Kovel ..... RTS
Ladies First—w-900-mim-ocr-orp-Lc-mail-wire-tts-tel—Trixie Belmont ..... WNS
Lady Beware—lnd-12,000-mim-mail—Peter Arnold .. DDS
Letters From Dad—d/w-500-man—Martin J. Ross .... LAW
Liberated Woman—3tw-400-mim-ocr-orp-Lc-mail-wire-tts-tel—Mary McGrath ..... UFS
Listen, Bess—2tw-500-ocr-mim-orp—Bess Myerson .. CTN
Little Strokes—dS-3c5"-Ill-xerox—Elena ..... ELN
Look—and Feel—Your Best—Dorothy Richey ..... RBN
Looking Back—lnd-12,000-mim-mail—Joyce Maynard ..... DDS
Love & Laughter—5tw-125-ocr-mim—Marjorie Holmes ..... NNS
Louisa's Letter—w-2c5"-orp—Louisa ..... EDC
Love Is . . .—(d-1c3"-mat-orp) (S-4 color hps/tps/pt/qps—mat-orp-mail—Kim Grove ..... LAT
Lucille Rivers On Sewing—w-750-mim—Lucille Rivers AD
Maddox Column—w-400-orp-tape-ocr—Gaynor Maddox NEA
Make People Like You—18 part series—2c15"-Lc-Ill-Ilm—Lelord Kordel ..... SPE
Maxine—5tw-500-ocr—Maxine Inlander ..... RTS
Mazel Tov! You're Middle Aged—lnd-12,000-man-mail—Albert Vorspan ..... DDS
McKenzie Porter Column—w-500-mim—McKenzie Porter ..... SUN
Minding the Hearth—w-500-mim-mail—Gloria Pitzer HAP
Miracle Gardening—w-500-orp-lgp-color—J. Finletter . BPS
Mirrors of Washington—w-750-mim-ocr-orp-Lc-mail-wire-tts-tel—Isabelle Shelton ..... NANA
Miscellaneous Crafts—w/cont-300/500 var-xerox-lgp-mail—Valera Bagwell ..... LWF
Modern Etiquette—dexS/w-100/200-mim-orp—Roberta Lee ..... WLG
Mom's Lunch—w-300/500-mim—Rose Irene Hamner STH
Money In Your Pocket—3tw-600-ocr—Martha Patton . CTN
More For Your Money—w-900-mim—L. Gaulton .... WSS
My Success Story—w-500/1000-orp—various famous persons ..... BPS
Natural Living—w-500-xerox—Beatrice Trum Hunter . SYN
Needle Arts—w-50/2c4"-orp-ill-Ilm—Nancy Sewell .. CEF
Needlepointers—S-ocr-Ill—Daphne Ginnings ..... UNP
No Laugh'n Matter—w-500-mim-mail—Gloria Pitzer .. HAP
Newsfeatures—d-var-orp-Ill-ilm-tape-ocr—Staff ..... NEA
Notes From The Wine Cellar—w-350-mim-lgp—various authors ..... GRN
Once Over Lightly—w-400-mim-orp-Ill-ocr—Ann Rudy CNS
Organic Living—w-700-mim-Ill—Robert Rodale ..... CTN
Our Children—w-600-mim-orp-ocr—Dr. Willard Abraham ..... CNS

CLASSIFICATIONS OF FEATURES

Parents and Children—3tw-300-ill-mim-mat-ocr—Arnold Arnold ... NNS
Parents Ask—5tw-500-ocr—Louise Bates Ames Ph.D ... PHS
Pat's Pointers—w-500-orp-ocr—Pat Trexler ... PHS
Patterns & Needlework—S-pt-hpt-orp-mat—Staff ... NEA
Patterns & Polly's Pointers—S-tps-orp-mat—Polly Cramer ... NEA
Patterns For Better Living—dS-sph-var-igp-ill-man—Steve Ellingson ... UB
Pedal Pushers—tw-400/500-xerox—Stephen B. Leek .. CEN
Penny-Wise Traveler—w-750-mim-igp-ocr-mail—Jane Morse ... LAT
Personalities—occ--600-mim-ocr-igp-orp-Lc-mail-wire-tts-tel—Cindy Adams ... WNS
Peter Panic—w/S-ps-orp-ill—Lo Linkert ... BPS
Phyllis Mitchell's Column—dex.S-300-mim—Phyllis Mitchell ... MIT
Points for Parents—dex.S-2c4"-mat-orp-ocr—Mary Bryson ... RTS
Polly's Pointers—dS-450-orp-ill-ilm-tape-ocr—Polly Cramer ... NEA
Profitable Pastimes—w-2c7"-orp—Terri Hilton ... SUB
Questions Women Ask—w-500-mim-orp-ocr—Dr. Eleanor B. Rodgerson ... CNS
Quips & Quotes—w-var-xerox—Charles Petzold ... PET
Ramona's Criterion—w-500-mam—Norma R. Harper . HAC
Recipes For Fun—w-3c8½"-ill-orp—Parents as Resource ... RTS
Recycling with Imagication—occ-var-ill-xerox—Elena . ELN
Report From Paris—3tw-400-orp—Monique ... CTN
Rights 'n Wrongs—w-400-mim-orp-ocr—Riv Tobin ... CNS
Self-Help to Charm—w-375-man—Harriet Carlson ... HC
Sew Biz—w-600/700-mim-ill—Julia C. McCombs ... COE
Sew Right—w-2c10"-igp—Dale Cavanagh ... SPS
Sew Simple—w-750-ilm-orp-ocr—Eunice Farmer ... RTS
Sew What—w-1c8"-orp-mat-ill—Staff ... CSP
Sew What's New—S-ocr—Sandra Kelly ... UNP
Single By Choice—tw-400/500-xerox—Antoinette May CEN
Skillet Club—350-mim-ocr-mail—Frank Kohler ... GFC
Slim Gourmet—3tw-600-mim-ocr-orp-Lc-mail-wire-tts-tel—Barbara Gibbons ... UFS
Stars & Fashion—ind-1500-mim—Cullen Moore ... CMS
Stitching Witchery—w-400-mim-orp-ocr—Betty W. Kinser ... CNS
Stitchin' Time—w-500-orp-ilm-tape-ocr—Judy Love & Joanne Schrieber ... NEA
Strictly for Dads—sw-ocr—Charlie Shedd ... UNP
Style-O-Rama—euS-1500-igp—Mid Paulus ... MCF
Sugar and Spice—dex.S-30-mim—Elinor K. Rose ... AF
Sunday Laughs—w-ps-orp-ill—Paul Swede ... BPS
Susie Mac—5tw-800-mim-ocr-orp-mail-Lc-wire-tts-tel—Susan McDougal ... UFS
Suzy Says—5tw-700-orp—Suzy ... CTN
Test Yourself—w/d-500/750-orp-ill—Jane Sherrod Singer BPS
The Cooking Corner—occ-var-igp-mail—Helga Brink . AUN
The Diet Workshop—w-2c10"-orp—Lois Lindauer ... SUB
The HomeLine—dexS-300-mim-ocr-mail—Dorothy Ritz LAT
The Jolly Green Thumb—w-2c7"-orp—Ann Frances Dolan ... SUB
The Kaffee Klatch Crowd—Dorothy Richey ... RBN
The Law Letter—d/w-500-man—Martin J. Ross ... LAW
The Leisure Craftsman—3tw-2c/3c-ill-mat-orp—Phyllis Fiarotta ... KFS
The Marriage Doctor—Joseph Trainer, M.D. ... STT
The New Etiquette—S-ocr-ill—Maureen Reardon ... UNP
The Next Time Around—tw-400/500-xerox—Sybil Leek CEN
The Stage of Fashion—sw-400/500-xerox—Regina Carrol CEN
The Women's Angle—fn-1000-mim—Betty Roberts ... ICS
Things Your Mother Never Taught You—S-ocr-ill—Charlotte Slater ... UNP
Thrifty Nifty—dexS-1c3"-mat-orp-mail—Helen Robertson ... GFC
Today's Woman In Today's World—Dorothy Richey .. RBN
Tonight!—ind-12,000-mim-mail—Terry Galanoy ... DDS
Traditional Crafts—w-500-igp-ocr-mim—Judy Harper . NNS
Traveler Intelligence—m-1200-mim—Paul Lampert .. TRP
Traveling Woman—fn-1000-igp-mim—Rosellen Callahan EES
Trip Tips—w-650-ocr-xerox—Marie Mattson ... MAT
Truth—w/S-ps-orp-ill—Paul Swan ... BPS
Truth About Men—ind-12pts (900 each)-mim—Cullen Moore ... CMS
U-Bild Enterprises—dS-avr-man-mim-ill-igp—Steve Ellingson ... UB
U-Bild It—dS-var-igp-man—Steve Ellingson ... UB
U-Bild It—dS-sph/var-man-ill-igp—Steve Ellingson .. DF
U-Can Do It—dS-sph-var-igp-ill-man—Steve Ellingson UB
V.I.P.—3tw-500-mim-ocr—Maxine Cheshire ... CTN
Virginia Payette—3tw-800-mim-ocr-orp-mail-Lc-wire-tts-tel—Virginia Payette ... UFS
W-Service—euS-mail ... FA
Washington Offbeat—2tw-600-ocr—Vera Glaser ... CTN
Washington Women—occ-600-mim-ocr-orp-Lc-mail-wire-tts-tel—Dorothy Marks ... WNS
What Life Has Taught Me—w-500/1000-orp—various celebrities ... BPS
What's Your Problem?—w-500-mim—Linda Lawrence . RFS
When I Was A Boy—5tw-100-mim-ocr—Jim Hausman CTN
Why Be Bored!—w-500-mim—Lillian Taylor ... TAY
Why Grow Old?—d-500-igp-ilm-orp-ocr Josephine Lowman ... RTS
Wine Diggity—W-400-mim-orp-ocr—Mary Lester ... CNS
Wine Primer—w-500-mim—Mark Pugner ... TAG
Wine Q. & A.—w-500-orp—Ruth Ellen Church ... CTN
Woman to Woman—3tw-500-wire— Patricia McCormack UPI
Woman's View—5tw-500-tt—Gay Pauley ... UPI
Woman's World—S-500-tt—Patricia McCormack ... UPI
Women Alone—w-500-ocr—Isabella Taves ... RTS
Women Are My Favorite People—ind-12,000-man-mail—Art Linkletter ... DDS
Women In Transition—d/tw/w-600-xerox-mail—Dr. Andrew J. Du Brin ... CIT
Women Today—dS/w-500-mim—Kit Van Cleave ... WOM
Women's News Stories—5tw-10,000-mim-ocr-igp-orp-Lc-mail-wire-tts-tel ... WNS
*Women's Way—6tw-ill-mat-orp—Joan O'Sullivan .. KFS
Women's Wear Daily Service—5tw-igp-mail ... FA
Women's World—w-800/1200 var-orp—Princess Kay TWN
Women's World—4tw-150-mim-ocr-orp-Lc-mail-wire-tts-tel—Iris Hartman ... WNS
Yesterday's Discards, Today's Treasures—w—Jean Barnes ... NEA
You—w-600-mim-igp-ocr-mail—Ruth Winter ... LAT
You And Your Home—w-150-ilm-orp-ocr—Barbara Barnes ... RTS
You, Your Children and School—w/d/3tw-500-mim—David Nydick ... DAN
Young and Healthy—3tw-600-mim-ocr—Frank Falkner, M.D. ... CTN
Your Child's Development—2tw-500-ocr-mim—Dr. Ronald Parker ... NNS
Your Family Decorator—tw-600-mim-igp—Carleton Varney ... AD
Your Fashion Image—w-1c8"/var-ill-orp—Charlotte Wilkinson ... YFI
Your Home—w-300-mim-ocr-igp-mail—Carolyn S. Murray ... GFC

TITLES OF BY-LINED FEATURES

A

A Changing World—John Pinkerman ... CNS
A Child Learns To Swim ... TSS
A Closer Look—Ernie Krelling ... HTR
A Conservative View—James J. Kilpatrick ... WSS
A Day Of Love—Lois Wyse ... LAT
A Good Book To Read—Martin J. Ross ... LAW
A Happy Home ... INR
A Home To Live In—W. A. Mierengarten ... SHP
A Little Prayer—Mary Alice Bennet ... AF
A Lovelier You—Mary Sue Miller ... PHS
*A New You—Emily Wilkens ... KFS
A Problem A Day—R. J. Allen ... WLG
A Recipe For Communication—Patricia Lavin ... LAV
A Time To Live—Bob Walton ... UNP
A Visit With The Stars ... WIP
A Woman and Her Money—G. L. Ludeke ... BEL
A Word Edgewise—John P. Roche ... KFS
A Young View of Washington—Ron Hendren ... CPS
Abe Martin—Kim Hubbard ... NNS
About Antiques—Ivor & Laurette Brown ... BRO
About People ... UPI
About Real Estate—Don G. Campbell ... RTS
About Your Home—Lillian Hughes ... EDC
According to Guinness—Norris & Ross McWhirter ... UNP
Ad Libs—Larry Hurb & Joe Daley ... GFC
Adam's Rib—Eve Athens ... CEN
Adam's World—Wayne Phillips ... CF
Adventure Postpaid—Jeff Lee ... SA-JLS
Advertising & Marketing—Jack Kelly ... ICS
Affairs of State ... CAP
After A Fashion—Marian Christy ... UFS
Agricultural Roundup ... CAP
AirHawk—B. Foley ... BPS
Aladdin's Lamp—Roger Vega ... GFC
Alexander Local Cartoons—Jerry Alexander ... ALX
Alice Widener—Alice Widener ... USA
All About Antiques—Anita Gold ... UFS
All About Horses—John H. Shopshire ... SHR
All About Pets—Eleanor Price ... GFC
All About Wine—Ruth Ellen Church ... CTN
All That Glitters—Vic Gold ... PHS
All You Got To Do Is Ask—Murray Olderman ... NEA
Alley Oop—Dave Graue ... NEA
Along The Camping Trail ... BA
Along The Dancing Trail ... BA
Along The Food Trail—The Bascomes ... BA
Along the Wine Trail—The Bascomes ... BA
Altar Stairs—Dr. E. Duane Hulse ... HPS
Alumnae—Mary Gauerke ... RTS
Alvarez & Welch Med CL—Dr. Walter Alvarez & Dr. William Welch ... RTS
Amanda Panda—Marcia Course & Jack Millie ... NEA
American Alley—Don Wilder ... CTN
American Metal Market ... FA
American News Report—Ben Gallob ... JTA
American Viewpoints ... CSP
Americana—Sam Stewart ... CNS
Americanamaze—Mary Lane ... WHI
Amicus Speaks On Life & Living—Amicus Humanus .. HUM
Amy—Jack Tippitt ... RTS
Amy Vanderbilt's Etiquette—Amy Vanderbilt ... LAT
An Americanist Viewpoint—Grace Hamilton ... AMW
An Editor's Outlook—Jenkin Lloyd Jones ... GFC
Anagrams—Kevin Matthews ... UFS
Andy Capp—Reggie Smythe ... MIL-PHS
Andy Donato Daily—Andy Donato ... SUN
Andy Donato Weekly—Andy Donato ... SUN
Animail—Cleveland Amory ... CTN
Animal Crackers—Roger Bollen ... CTN
Animalogic—Ed Nofziger ... LAT
Ann Landers—Ann Landers ... MIL
Ann Landers Column—Ann Landers ... PHS
Anniversary Story ... ITP
Another Look—Robert Yoakum ... LAT
Another View—John Stees ... UFS
Antique Wise—Dorothy Hammond ... CF
Antiques—Olive E. Allen ... DHJ
Antiques And Stuff—Anne Gilbert ... NNS
Antiques In America—Harry Baker ... TPJ
Apartment 3-G—Alex Kotsky ... PHS
Apartment Modes—Adele Faulkner ... CNS
*Archie—Bob Montana ... KFS
Army Funnies—Buddy Basch ... BAS
Arnie—Arne Stockholm ... BPS
Arnold Palmer Method—Arnold Palmer ... NNS
Around The House with Jan Paul—Jan S. Paul ... PAU
Around Town—Rube Weiss ... BLA
Around the World—Stan Delaplane ... CHR
Around The World—Sidney Ascher ... ASC
Around The World Contest—Andre F. L'Eveque ... SF
Art Buchwald Column—Art Buchwald ... LAT
Art's Gallery—Art Finley ... CHR
As You Were—Jim Baker ... PIO
Asia Memo—Edward Neilan ... CNS
Asian Report—Mark Gayn ... TSS
Ask Andy—Ellen Walpole ... CHR
Ask Anybody . . . Anything—Martin Alwyn ... NANA
Ask Aunt Madge—Madge Saksena ... ASK
Ask Beth—Beth Winshop ... LAT
Ask Dick Kleiner—Dick Kleiner ... NEA
Ask Dr. Bicycle—Stanley D. Chess ... CTN
Ask Dr. Brothers—Dr. Joyce Brothers ... KFS
Ask Ellen & Al—Ellen & Al Pollens ... POL
Ask Jennifer—Jennifer Anderson ... CTN
Ask Me—Louis Berliner ... DF
Ask The Stars—Charles Petzold ... ARA
Assignment: Television—Terrence O'Flaherty ... CHR
Astro-Analysis—Sonia McGinnis ... MGN
Astroday—Jonathan ... CEN
Astro*Graph—Bernice Bede Osol ... EF
Astro-Guide—Ceean ... CTN
Astrological Forecast—Sydney Omar ... GFC
Astrology-Today—J. Naylor ... BPS
Astrology-Today—Sybil Leek ... BPS
Astronits—Pat Anderson ... AND
At Wit's End—Erma Bombeck ... MIL-PHS
At Your Own Risk ... GAZ
At Your Service Q & A ... ARM
Audio Equipment—Barney Glazer ... TCN
Austine La Mar Fashion Patterns—Austine La Mar ... GFC
Australian Home Journal ... OPS
Australian Women's Weekly ... OPS
Auth Editorial Cartoons—Tony Auth ... CTN
Authors & Books—Gary Baranik ... BAR
Auto Album—Tad Burgess ... KFS-LLS
Auto-Kno—T. Jerome Bishop ... BIS
Auto Service Tips ... CSP
Automobiles—David Allen ... DHJ
Automotive—Ida Fried ... EPS
Automotive Report—Albert E. Fleming ... CUM
Avolitanis—George Manos ... MCF

B

B.C.—Johnny Hart ... MIL-PHS
B. Jay Becker's Contract Bridge—B. Jay Becker ... KFS
Bac Talk ... HOW
Backgammon—Paul Magriel ... CF
Background Maps—Tom Hoge ... APN
Backstairs at the White House—Helen Thomas ... UPI
Backyard Gardener—Jon Peterson ... BRK
Balance Of Justice—Prof, John Ritter & Atty. Paul Levine ... LEG
Banking Cartoons Package ... MAG
Barbs—Phil Pastoret ... NEA
Bark Back—Dahna and Damon ... CEN
Barney's Blarney—Barney Glazer ... TCN
Barney Glazer In Hollywood—Barney Glazer ... TCN
*Barney Google and Snuffy Smith—Fred Lasswell ... KFS
Barron Cartoons—Sid Barron ... TSS
Barron Mind—Jeffrey Barron ... TOP
Basch's Flasches—Buddy Basch ... BAS
Baseball Form Charts ... NEA
Basketball Form Charts ... NEA
Basketball Prophecy—Mort Olshan ... MOS
Be Your Own Sherlock Holmes—Jane Sherrod ... BPS
Beard On Food—James A. Beard ... WSS
Beauty—Dina Dellale ... EPS
Beauty And The Beast—Count Marco ... CHR
Beauty at Home—Lynn Carter ... WLG
Beauty Is—Madame Lucille Bouchard ... BOU
Beauty News Features ... NEA
Beauty Plus Magazine ... OPS
Beauty Tips From Hollywood ... BPS
*Beetle Bailey—Mort Walker ... KFS
Before You Buy—Margaret Dana ... UFS
Behavior Behind The News—S. V. Didato, PhD. DID
Behavior & Business—S. V. Didato, Ph.D. ... DID
Behavior Column—Bill Cromie ... ESN
Behind the Scenes At the United Nations—David Horowitz ... WUP
Behind The Seams—Peggy Bendel ... SUB
Below Olympus—Frank Interlandi ... LAT
Belvedere—Nat Greenwood ... AD
Ben Wicks Cartoon—Ben Wicks ... SUN
Benjy—Jim Berry ... EF
Berkow Column—Ira Berkow ... NEA
Bernstein on Words—Theodore M. Bernstein ... NYT
Berry's World—Jim Berry ... NEA
Best Cartoons From Europe ... BPS
Best of Press—Lillian Hughes ... EDC
Best Sellers ... UPI
Best Sellers Fictions & Non-Fiction ... BPS
Best Sellers ... NANA
Better English—D. C. Williams ... WLG
Better Filler Service ... BPS
Better Half Daily—Ruth Barnes ... RTS
Better Half Page—Ruth Barnes ... RTS
Better Living Guide—Ruth Thompson ... DIC
Better Living With The Stars—Sally Miller ... DIC
Betty Beale's Washington Letter—Betty Beale ... PHS
Betty Boch—Mel Millar ... AND
Between The Lines—Penny ... ROM
Between the Lines—Edith Kermit Roosevelt ... ROO
Between Us—Dr. Alice Ginott ... KFS
Between Us Girls ... AF
Between You & Me—Boris Smolar ... JTA
Bev's Bits & Bites ... HPP

Bible Notes—Luther A. Gotwald Jr. ..... GOT
Bible Questions Answered—Cornelius Vanderbreggen .. AMW
Bible Quiz—Gus Wood ..... MGN
Bible Stories in Color ..... SPS
Bible Verse ..... EDC
Bibliotheque—John Douglas Paulus ..... MCF
Bierman—Bob Bierman ..... MIL
*Big Ben Bolt—John Cullen Murphy ..... KFS
Big George—Virgil Partch ..... PHS
Bigg's Business—Bob Zahn ..... CEN
Bike Hiking—Steve Sherman ..... DDS
Bill Smiley—Bill Smiley ..... ARG
Billy Casper Says—Billy Casper ..... NNS
Birthday Quiz—Gordon B. Greb ..... NEF
Bishop F. Sheen—Fulton J. Sheen ..... WSS
Black Sports—Sam Skinner ..... BLP
Blaine—Blaine ..... MIL
Block by Block—William E. Crowder ..... UFS
*Blondie—Dean Young and Jim Raymond ..... KFS
Boating—Stan Davies ..... TSS-NNS
Boating—Jack Wolfston ..... UPI
Boating—Ida Fried ..... EPS
Bob Botch—Mel Millar ..... AND
Bob Monks—Bob Monks ..... MIL
Bob Sledd—Bob Sledd ..... CEN
Bobby—S. M. Iger ..... PF
*Boner's Ark—Addison (Mort Walker) ..... KFS
Book Best Seller List ..... TSS
Book Notes—John Turner ..... ECS
Book Ratings ..... GRN
Book Review ..... MIN
Book Review—David Friedman ..... JTA
Book Reviews—Robert Emmett McLeod ..... FEA
Book Reviews—Marc Drogin ..... DRO
Book Reviews—David Horowitz & D. Benarone ..... WUP
Book Reviews ..... CNS
Book Reviews—Ernest Cady ..... DF
Book Reviews (Children's)—M. F. Stroud ..... FEA
Book Reviews—Barney Glazer ..... TCN
Book Reviews ..... UPI
Book Reviews—Kildare Dobbs ..... TSS
Book Shelf—Jeff Lee ..... JLS—SA
Book World Service ..... WPW
Books—Ida Fried ..... EPS
Books ..... IMN
Books Galore—Mid Paulus ..... MCF
Books-into-Serials ..... CHA
Books-of-the-Week—John Austin ..... HIS
Bookviews ..... BVS
Bookviews—Alan Caruba ..... INP
Borowiec on Mideast—Andrew Borowiec ..... FRY
Bouloubasis—Tinos Rakis ..... MCF
'Bout Books—Jan Nutter ..... WOR
Bowling At Its Best—Dick Weber ..... GFC
Bowling Tips—Don Carter & Marion Ladewig ..... NNS
Boy and Girl—John Rouson ..... GFC
Bradshaw On Gardening—John Bradshaw ..... SUN
Brain Teasers—Ali Hachel ..... OPS
Brain Twisters—Don Douglas ..... WLG
Bread of Life—Rev. A. Purnell Bailey ..... GFC
Brenda Starr—Dale Messick ..... CTN
*Brick Bradford—Paul Norris ..... KFS
Bridge—Carl Brett ..... GIN
*Bringing Up Father—Kavanaugh—Fletcher Camp ..... KFS
Broadway—Jack Gaver ..... UPI
Broadway Karikatures—Joe Kaliff ..... AMF
Broadway Vignettes—Marcia Michels ..... AMF
Broom-Hilda—Russ Myers ..... CTN
Brother Juniper—Fred McCarthy ..... PHS
Bruce Whitestone—Bruce Whitestone ..... DWL
Bryant/Hall Travel—G. Bryant/G. Hall ..... TSS
Bubblegummers—Jeff & Carol Wakefield ..... SUN
Buescher Editorial Cartoons—Alfred J. Buescher ..... KFS
Buggs Bunny—Ralph Heimdahl/Al Stoffel ..... NEA
Business and the Stock Market ..... BAB
Business Blueprint—Ed Nassauer ..... ICS
Business of Writing—Vic Levine ..... SYN
Business Outlook—J A. Livingston ..... PHS
Business Review—Stan Maxwell ..... COR
Business Technique Articles ..... GRE
Business Today—Dean C. Miller ..... UPI
Business Wire Newsletter—Lorrie I. Lokey ..... BUS
Business World ..... UPI
Buyer's Billboard—Michael J. Conlon ..... UPI
*Buz Sawyer—Roy Crane ..... KFS
By George!—John Keasler ..... UFS
By No Means Neutral—Ernest B. Furgurson ..... LAT

C

Cal The Computer—Bud Goode ..... UFS
California Couture ..... LAT
Call Me Ms.—Audrey Gellis ..... CNS
Camera College—Irvine A. Brace ..... BRA
Camera Ready Travel News ..... LWF
Camping Family Style—Angela and Ford Bothwell ..... SUB
Campus Clatter—Larry Lewis ..... NEA
Campus Opinion—Daniel C. Beggs & Karl M. Steene ..... NNS
Canadian Business Report—John Meyer ..... TSS
Candle & Mirror—Fred Dodge ..... MM
Capital Comment—Joseph Polakoff ..... JTA
Capital Fare—Andrew Tully ..... MCN
Capital Touch—Washington Bureau ..... CNS
Capitol Stuff—Jerry Greene, Jim Wieghart, Paul Healy, Jerome Cahill ..... CTN
Cap'n Kadd—Pat Anderson ..... AND
Cappy Dick—Cappy Dick ..... PHS
Captain and The Kids—John Dirks ..... UFS
Captain Easy—Bill Crooks & Jim Lawrence ..... NEA
Car Crazy—Billo ..... BPS
Career Corner—Joyce Lain Kennedy ..... MCN
Caricature Service—Dick Wright ..... LAT
Carl Rowan—Carl T. Rowan ..... PHS
Carmichael—Dave Eastman ..... LAT
Carnival—Dick Turner ..... NEA
Carroll Righter Horoscope—Carroll Wrighter ..... MCN
Carolyn's Collections—Carolyn Anderson ..... AMW
Cartoon Comment on Illinois Politics and Government—Arthur A. Henrikson ..... HEN
Cartooncatures—Sarge O'Neill ..... SOU
Cartoons—McElhattan ..... AMW
Cassini Carousel—Igor Cassini & Liz Smith ..... CF
Catfish—Rog Bollen & Gary Peterman ..... CTN
Cecil Smith Television Column—Cecil Smith ..... LAT
Celebrittee-Hees—Buddy Basch ..... BAS
Celebrities Laugh ..... OPS
Celebrities Speak ..... OPS
Celebrity Cookbook—Johna Blinn ..... CTN
Celebrity Interviews—Rebecca Morehouse ..... WNS
Celebrity Parade—Cathy Post Field ..... SUB
Celebrity Scripts—Joanne Romine ..... CNS
Centerpiece ..... NYT
Center Stage—Joseph Thesken ..... CNS
Chambers—Robert Chambers ..... MIL
Champion Athlete—George B. Dintiman & John Unitas ..... CEN
Channel Chuckles Daily—Bill Keane ..... RTS
Charley Sez—David Brown ..... BRO
Chateau & Briand—Spadea ..... SPS
Check Your Knowledge—Donald Saltz ..... MEM
Chess—J. A. Livingston ..... SPS
Chess Column—Robert Byrne ..... NYT
Chess Column—Shelby Lyman ..... EF
Chess Master—George Koltanowski ..... GG
Chess Time—Joseph Mill Brown ..... CNS
Child Care—William G. Crook, M.D. ..... GFC
Children—Ida Fried ..... EPS
Children's Letters—Stuart Hample ..... KFS
Child's Play—Geets Buroker & Polly Huntsinger ..... CNS
Choral Pepper Travels—Choral Pepper ..... PEP
Christmas Gift Pages ..... NEA
Christmas Cartoons Package ..... MAG
Christmas Strip—Walt Disney ..... KFS
Christmas Strip ..... NEA
Church & State Separation—Ronald E. Hestand, Ph.D. ..... HUM
Church Chuckles—Charles Cartwright ..... SM-CAR
Church Forum—D. L. Yoder ..... INR
Church Humor—Leo Canavan ..... CTN
Church Page Feature—Gus Wood ..... MGN
Citizen Smith Daily—Dave Gerard ..... RTS
City Editor's Tip Service—John Clift ..... GFC
Classical Music—King Durkee ..... CNS
Clear Talk—Mary Alice Bennet ..... AF
Cleo Magazine ..... OPS
Clip 'n' Cook ..... CNS
Clothelines—Marylou ..... LAT
Clyde Moore Says—Clyde Moore ..... DF
Coin Counting—Barbara White ..... NUM
Coin Notes—Ronald Anders ..... AR
Coin Roundup—Maurice M. Gould ..... GFC
Coin-Stamp-Medal World—Frank Dennis ..... SPA
Coin Talk—Don A. Stewart ..... STS
Coin-Wise—Leon T. Lindheim ..... NNS
Coinword—Robert Pearsall ..... GFC
Collector's Corner—Thomas A. Bateson ..... UFS
College Poll ..... GRN
College Press Service ..... CPS
College & University News Digest ..... ICS
Colonial Capers—Joe Escourido ..... UFS
Colorful Characters ..... ITP
Column Closers ..... NEA
Comic Dictionary—Evan Escar ..... RTS
Comment On Sports—Pete Fritchle ..... EDC
Commentary on Current Topics in Song Parody Form PAR
Common Cents—Kate McQueen ..... ASI
Communication Clinic—Patricia Lavin ..... LAV
Community Club Awards ..... CCA
Conceived in Liberty—Robert Desmond ..... CNS
Concert Records—Wilbur G. Landrey ..... UPI
Conchy—James Childress ..... FIE-PHS
Confessions of A War Baby ..... TAG
Congress Today—Lucy Gadlen ..... NFS
Congressional Quarterly Service—Wayne Kelley ..... CQ
Conrad Editorial Cartoon—Paul Conrad ..... LAT
Consumer Contact—Arthur E. Rowse ..... CNI
Consumer Fraud—Don't You Be Cheated!—Joe Werner WER
Consumer's Corner ..... CAP
Consumers' Dilemma—Samuel P. Levine ..... LEV
Consumer's Question Box—Margaret Dana ..... UFS
Continental Diary—Noel Anthony ..... NANA
Continuing Alert ..... WWI
Cooking—Jeanne Lesem ..... UPI
Cooking Corner—Susan Delight ..... CNS
Cooking With Rolas-Lombardi—Rojas-Lombardi ..... ASC
Cook's Corner—Beverly Graham ..... DF
Corky Editorial Cartoon—Corky Trinidad ..... LAT
Count The Change Contest—Andre F. L'Eveque ..... SF
Country Music ..... UPI
Country Music—Patrick Carr ..... RTS
Country Parson—Frank Clark ..... RTS
C. P. Houston—Clyde Peterson ..... RTS
Craft Patterns—Smith Studios ..... PHS
Crawford Cartoon—Bill Crawford ..... NEA
Crazy Capers ..... MIL
Creative Aggression—George Bach & Herb Goldberg ..... DDS
Creative Mothering—Terri Stanley ..... LAT
Criswell Predicts—Criswell ..... NEW
Crockett Editorial Cartoon—Gib Crockett ..... WSS
Cromley Global View—Ray Cromley ..... NEA
Cromley Washington Column—Ray Cromley ..... NEA
Crosby Column—Joan Crosby ..... EF
Cross Bones—Harry Brown & Bob Ashley ..... CTN
Crossroad Comment—Paul & Sybil Lampert ..... TRP
Crossroads Report—D. E. Scott ..... SCO
Crossword Puzzle—Catherine Desatta ..... MGN
Crossword Puzzle ..... NEA
Crossword Puzzle—Dell ..... CNS
Crossword Puzzle—Suzanne Craver ..... AND
Crossword Puzzle—A. C. Gordon ..... EDC
Crossword Puzzle—Nina Cooper ..... APN
Crossword Puzzle—Bernice Paschen ..... SM
Crossword Puzzle ..... CSP
Crossword Puzzle with Cryptoquips—Eugene Sheffer ..... KFS
Crossword Puzzle with Cryptoquotes—Thomas Joseph .. KFS
Crossword Puzzler ..... UFS
Cupboard Chit-Chat—Betty Roberts ..... ICS
Curious Facts—Donald Whitacre ..... CFF
Curious Facts About Animals—Donald Whitacre ..... CFF
Current Crostic—Sylvia A. Levinsohn ..... NYT
Current Events in the Classroom—Marvin Lipton ..... TSS
Curtis Cartoons—Tom Curtis ..... RTS
Cyclops—John Leonard ..... NYT

D

Daffynitions—Paul Gilbert ..... GFC
Daily Crossword Puzzle—Margaret Farrar & Betty Nichols ..... GFC
Daily Investor—Don G. Campbell ..... UFS
Daily News Reports ..... RNS
Daily News Wire Service ..... KNT
Daily Stock Market Chart (Short Term Trend)—Charles E. Carden ..... STO
Dalton Camp—Dalton Camp ..... TSS
Darcy Editorial Cartoon—Tom Darcy ..... LAT
Dateline: Detroit—Don O'Reilly ..... AU
Dateline Sacramento ..... CAP
Dateline: U.N.—Louis Halasz ..... NANA
Dateline Washington—Washington Bureau ..... CNS
David S. Broder Column—David S. Broder ..... WPW
Days and Customs of All Faiths—Dr. Howard V. Harper GFC
Dear Abby—Abigail Van Buren ..... CTN
Dear Sally—Sally Shaw ..... WLG
Dear Teddy, Wash., D.C.—Theodore Roosevelt Ogden .. CEN
Deco Plans—Jean-Paul St. Michel ..... CWF
Decor Score—Barbara Hartung ..... CNS
Deems ..... SM
Denis Warner Column—Denix Warner ..... RTS
Dennis Braithwaite—Dennis Braithwaite ..... TSS
Dennis The Menace—Hank Ketcham ..... PHS
Design For People—Emily Malino ..... UPS
Designing Woman—Barbara Taylor Bradford ..... CTN
Destination—Joseph Adler ..... ADL
Detectograms—L. & N. Kirk ..... KIR
Dian Cohen—Dian Cohen ..... TSS
Dick Dunkel's College Basketball Index—Dick Dunkel DSR
Dick Dunkel's College Football Index—Dick Dunkel ..... DSR
Dick Kleiner Hollywood—Dick Kleiner ..... NEA
Dick Tracy—Chester Gould ..... CTN
Did You Know?—J Jarris ..... CSP
Did You Know—Ed Wilkins ..... CNS
Digest of Books ..... BPS
Dinah Mite—Joe E. Buresch ..... JEB
Diplomatic Pouch ..... FRY
DISCussion—Joe Kaliff ..... AMF
Distillates of Random Thoughts—Charles Rehns ..... REH
D. J. R. Bruckner Column—D. J. R. Bruckner ..... LAT
Do-It-Yourself—Steve Ellingson ..... UB-MS
Do It Yourself—R. Randolph Karch ..... KAR
Do You Know—D. L. Yoder ..... INP
Doing the Right Thing—Elizabeth L. Post ..... CTN
Don MacLean—Don MacLean ..... UFS
Donald Duck—Walt Disney ..... KFS
Dondi—Irwin Hasen ..... CTN
Dooley's World—Roger Bradfield ..... KFS
Doonesbury Daily—Garry Trudeau ..... UNP
Doonesbury Sunday—Gary Trudeau ..... UNP
Doozies—Edmund J. Gross/Joe Roy Santoro ..... FEU
Dottie Decorates—Dorothy and Harry Brown ..... GFC
Double-Crossers—Bill Kresse, Adam Di Petto ..... LAT
Doug Patrick's Stamp Column—Doug Patrick ..... BOM
Doug Sneyd—Doug Sneyd ..... TSS
Doug Wright—Doug Wright ..... MIL
Douglas Fisher Column—Douglas Fisher ..... SUN
Down To Earth—Walter Masson ..... DOW
*Dr. Kildare—Ken Bald ..... KFS
Dr. Lee Salk's Column—Dr. Lee Salk ..... AD
Dr. Leonard Reiffel Column—Dr. Leonard Reiffel ..... LAT
Dr. Max Rafferty Column—Dr. Max Rafferty ..... LAT
Dramati kos—Nikki Courtney ..... MCF
Draw Your Own Conclusion—Courtney Dunkel ..... WSS
Drawing Is Fun—W. Trag ..... BPS
Dress Pattern Features—Anne Adams ..... KFS
Dress Pattern Features—Marion Martin ..... KFS
Drivers Seat—Robert W. Irvin ..... NANA
Drummond Column—Roscoe Drummond ..... LAT
Dunagin's People—Ralph Dunagin ..... PHS
Dursiag Sports Column—Melvin Durslag ..... KFS

E

Earthman—Henry Mitchell ..... LTWP
Easi-Bild—Don Brann ..... GFC
Easter Series—Eugene Carr ..... NNS
Easy Does It—Win Packer ..... TSS
Eat Drink & Be Merry—Robert J. Misch ..... WNS
Eat and Grow Younger—LeLord Kordel ..... SPE
Eat Up & Slim Down—LeLord Kordel ..... SPE
Eat Your Troubles Away—LeLord Kordel ..... SPE
Eb & Flo—Paul Sellers ..... UFS
Ecology Line—Ed Dunckelmann ..... INF
Ecology Out Door Roundup ..... CAP
Economic Impact—Hobart Rowen ..... LTWP
Editor's Associate—T. Jerome Bishop ..... BIS
Editor's Quote ..... CSP
Editorial Cartoon—Bob McGovern ..... NCF
Editorial Cartoon—Boyd & Wood ..... MGN
Editorial Cartoon—Dick Hodgins Sr. ..... SM
Editorial Cartoon—Jim Knudson ..... CNS
Editorial Cartoon—Ralph Yoes ..... CNS
Editorial Cartoon ..... CSP
Editorial Cartoon—Doug Borgstedt ..... CNS
Editorial Cartoon—Earl Wolf ..... NCF
Editorial Cartoons—Herc Ficklen ..... AVA
Editorial Cartoons—Eugene Craig & Doc Goodwin ..... DF
Editorial Page Cartoon—Milt Morris ..... APN
Editorial Research Reports—Hoyt Gimlin ..... CQ
Editorial Service ..... TAB
Editorial Strip Cartoon—Boyd & Wood ..... MGN
Editorials ..... CNS
Editorials—Edward H. Sims ..... EDC
Education—Robert I. Queen ..... PWF
Education Notebook—Kenneth J. Rabben ..... CNS
Education Today ..... UPI
Educational Cartoons Package ..... MAG
Educational Trends—Ronald Hestand, Ph.D. ..... HUM
Eek & Meek—Howie Schneider ..... NEA

TITLES OF BY-LINED FEATURES

Ego Quiz—Dr. Harry Cargas and Richard Nickeson ... UNP
Eleanor Lambert's, She—Eleanor Lambert ... PHS
Elmer Stoon—Donald H. Knudsen ... SIE
Emmy Lou—Marty Links ... UFS
Energy World ... UPI
Enterprise Sunday Features ... EF-ESF
Entertainment ... IMN
Entertainment Scene—Barney Glazer ... TCN
Entertainment Whirl—Buddy Basch ... BAS
Enter'Teenment—Buddy Basch ... BAS
Environmental Notes—W. F. (Pete) Powell ... POW
ESF Challenge Maze—W. R. West ... ESF
ESF Diagramless Puzzle ... ESF
ESF Weekly Crosswords ... ESF
Etc. & P.S.—Irma Ganz Miller ... SA-JLS
*Etta Kett—Paul Robinson ... KFS
Everybody's Business—John Douglas Paulus ... MCF
Everybody's Money—Merrvle Stanley Rukeyser ... SIM
Everyday Editorials—M. F. Bourjaily ... GLS
Exclusive Book Excerpts ... PHS
Exercise Series (5 parts)—Dr. Lindsay Curtis ... NNS
Eye on Cuba—Jay Mallin ... CNS
Eye on Science—John Lane ... ESN
Eyes on Tomorrow—Phillppa Ruth ... WOR

F

Faces In The News—Frank G. Murphy ... DIS
Fact Fillers ... CSP
Fact-O-Rama—M. W. Martin ... MAR
Family Circus Daily—Bil Keane ... RTS
Family Circus Page—Bil Keane ... RTS
Family Circus Weekend—Bil Keane ... RTS
Family Finance—Betty Yarmon ... WNS
Family Forum—Jacob C. Lish, J. D., & Dr. Marguerite S. Fogel ... SUB
Family Lib—Joanne & Lew Koch ... NEA
Family Travel—Betty Lowry ... CIT
Famous Recipes—J. Sherrod ... BPS
Famous Short Stories ... BPS
Famous Tongue Twisters ... BPS
Farris Wheel—Farris ... BPS
Fascinating Fabrics—Francis Dietrich ... MCN
Fashion—Dina Dellale ... EPS
Fashion & Beauty Tips ... NEA
Fashion, Face and Figure—Florence de Santis ... UFS
Fashion "n" Figure—Paige Palmer ... FAS
Fashion Now—Patricia Shelton ... PHS
Fashion Sense—Norman Hartnell ... ITP
Fashion Trends—Helen Yarnell ... AUN
Fashionette Patterns ... UFS
Fashionettes ... UPI
Fashions—Louisa ... EDC
Fashions—Joan Grady ... ASC
Fast Gourmet—Poppy Cannon ... GFC
Feature Story—Bill Griffith ... GRF
Features—Ida Fried ... EPS
Features For Women's Pages ... ICS
Federal Corner—Roulhac Hamilton ... DF
Federal Diary—Mike Causey ... LTWP
Feel Young Again—Lelord Kordel ... SPE
Feiffer Cartoons—Jules Feiffer ... PHS
Ferd'nand—Dahl Mikkelsen ... UFS
Figments—Dale Hale ... LAT
Figurits—R. J. Allen ... WLG
Filler Material ... MIN
Fillers—Gus Wood ... MGN
Fillers ... ROB
Film Fare—Laurie Lee ... WOR
Finance—Jack McArthur ... TSS
Find-A-Quote Acrostic Puzzle—Elbert Wortman ... ESF
Finding Security In Retirement—Francis Nugent ... CSP
First Aid to the Ailing House—Roger Whitman ... UFS
Fischetti—John Fischetti ... PHS
Fischetti—Fischetti ... MIL
Five Year Report On News Of Religion—Robert Tate Allan ... WRN
Fix-It-Tip ... CEF
Fix It Yourself—Hubbard Cobb ... WSS
Flamingo—A. Roche ... PF
*Flash Gordon—Dan Barry ... KFS
Flashback Calendar ... AF
Flashback On Canada—Bob Bowman ... SUN
Flea Market Finds—Dan D'Imperio ... STT
Fletcher, The 4-H'r—Joe E. Bureseh ... JEB
Flintstones—Hanna-Barbera Productions ... MCN
Focus On History ... CNS
Food—Peggy Read ... EPS
Food Facts ... LUI
Food For Americans—Alleen Claire ... NEA
Food and Your Health—Frederick J. Stare, M.D. ... LAT
Food for Thought—Alice Denhoff ... KFS
Food for Thought—Dr. Jean Mayer ... CTN
Footlights & Klieglights—Duarte de Martinau ... TWN
For a Happy Life—Fritchie Saunders ... HC
For & About Teens—C. W. Smith ... CSP
For Better Health—S. L. Andelman, M.D., M.P.H. ... GFC
For Parents Only—Dr. Darryl and Joyce Laramore ... SUB
For The Consumer—Sidney Margolius ... WNS
For Women Only—Dr. Lindsey Curtis ... NNS
For Women Who Work—Alice Skelsey ... CTN
Foreign Analyst—Robert Betts ... CNS
Foreign News Commentary—Phil Newson ... UPI
Foreign Strips ... BPS
Forever Female—Eugene Craig ... DF
Fortune Kookies—Charles Glass ... CTN
Fortune Teller—A. C. Gordon ... WLG
Foster Fenwick—Mel Hancock ... WSS
Frank and Ernest—Bob Thaves ... NEA
Frank van der Linden—Frank van der Linden ... UFS
Frankly Feminist—Gena Corea ... NRF
Fred Bassett—Alex Graham ... PHS
Freddy—Rune ... PHS
Free For The Asking—Harriet Hart ... CWF
Freighter Travel—Norman Austin ... HIS
From New York—Creighton Peet ... PT
Front Row—Dave McIntyre ... CNS
Frontiers of Science—Andrea Bresciand, Robert Raymond, Stuart Butler, Ph.D. ... LAT
Frustration—Ray Hanson ... RTS
Fun with Figures—J. A. H. Hunter ... SUN
Funky Winkerbean—Tom Batiuk ... PHS
Funland—Art Nugent ... UFS
Funny Business—Roger Bollen ... NEA
Funny Form—Charles Barsotti ... CTN
Funsters, The—John Broudhecker ... AF

G

Gabe & Loki—Ross Bunch ... CEN
Gahan Wilson Sunday Comics—Gahan Wilson ... RTS
Gallup Poll—Dr. George Gallup ... PHS
Gamble Cartoons—Ed Gamble ... RTS
Games & Puzzles ... OPS
Garden Column—Walter Masson ... MAS
Garden Column—Tom Stevenson ... LTWP
Gardener's Grapevine—Ernest F. Jessee ... LWF
Gardening—Irwin Jones ... DF
Gardening—Fred Dale ... TSS
Gardening For All ... OPS
Gardening Series ... NEA
Gardens—Olive E. Allen ... DHJ
Gardens & Queries—Art Kozelka ... CTN
Garth—Frank Bellemy ... ITP
Gary Player's Golf Class—Gary Player ... KFS
Gasoline Alley(d)—Dick Moores ... CTN
Gasoline Alley. (S)—Bill Perry ... CTN
Gene Basset—Gene Basset ... UFS
General Features & New Items ... WUP
Generation Rap—Helen and Sue Bottel ... KFS
George F. Will Column—George F. Will ... WPW
Gerry Lants ... UNP
Gil Thorp—Jack Berrill ... CTN
Ginger—Orla Getterman ... UFS
Give! Who Gets Your Charity Dollar—Harvey Katz ... DDS
Glad You Asked That!—Marilyn & Hy Gardner ... PHS
Glasserfied Directory—Selma Glasser ... GLA
Glazed Bits—Barney Glazer ... TCN
Going Like Sixty—Jack Smith ... NNS
Going Our Way—Bob Sloane ... STR
Golden Age—Robert Hoover ... DF
Golden Gleams ... EDC
Golden Years—Thomas Collins ... GFC
Golf Cartoons ... OPS
Golf Series ... NEA
Golf Tips—George Knudson ... SUN
Good Curling—Nell MacCarl ... TSS
Good Earth Almanac—Mark Gregory ... UNP
Good News—Frank Macomber ... CNS
Good News Only—Roger Sharp ... CIT
Good Old Days Antiques Fairs—Erwin L. Hess ... UFS
Good Sam Recreational Vehicle Trips—Bob Stevens ... TLS
Good Word From The Bible ... CSP
Gordo—Gus Arriola ... UFS
Goren On Bridge—Charles Goren ... CTN
Gourmet On A Budget—Sandal & Pritch English ... ENG
Gourmet's Notebook—Rebecca Caruba ... INP
G. P. Jones, M.D.—Ruth Marcus ... CTN
Grab Bag—Fred Philcox ... CIT
Graffiti ... MCN
Granpa's Boy—Brad Anderson ... SM
Grant Editorial Cartoon—Lou Grant ... LAT
Grass Roots Clippings—Kerwin Hoover ... HTF
Graysmith—Robert Graysmith ... CHR
Great Trains ... OPS
Green Talk—Jud Arnold ... CWF
Grin & Bear It—George Lichty ... PHS
Growth, Conflict and Hangups—Saul Kapel, M.D. ... CTN
Grubby—Warren Sattler ... SM
Gullivers/Innocence Abroad—Mary Gauerke ... WSS
*Gunner—Alfredo Grossi & Jose Salinas ... KFS
Gus Tyler—Gus Tyler ... UFS

H

*Hagar The Horrible—Dik Browne ... KFS
Hair Care—Carole Bentley ... ITP
*Half Hitch—Hank Ketcham ... KFS
Hamlin's Humours—David M. Hamlin ... SYN
Handicrafts ... OPS
Handi-Football Ratings—Mort Olshan ... MOS
Handy Family—Lloyd Birmingham ... GFC
Happier Living—Phillis Mitchell ... MIT
Happy Homemaking—Barbara Baker ... CEF
Hardpan—J. Griswold ... GRI
Harpers Newspaper Service ... RTS
Harriet Van Horne Column—Harriet Van Horne ... LAT
Harry S. Ashmore Column—Harry S. Ashmore ... LAT
Harvest Time of Life—Charles Rehns ... REH
Have Fun!—Lee Bryan ... BLA
Have You Met?—Y. L. Tiajeliff ... NPS
Hayakwa Column—S. I. Havakawa ... RTS
Haynie Editorial Cartoon—Hugh Haynie ... LAT
Hazel—Ted Key ... KFS
Health—Ida Fried ... EPS
Health and Science—Ana Honig ... WNS
Health Capsules—M. Pettl, M.D. ... UFS
Health Column—Lawrence E. Lamb, M.D. ... NEA
Health/Hospitals—Robert I. Queen ... PWF
Health To-Day—Dr. A. O. Battista ... BPS
Health's-A-Poppin—Marion Wells ... CNS
Heart Line ... CNS
Heartline—The Waldens ... PHS
Heathcliff—George Gately ... MCN
Helen Help Us!—Helen Bottel ... KFS
Help—Ellen Peck and E. James Lieberman, M.D. ... CTN
Help-Mate—Nick Mottern ... CNI
Hemisphere Report—William Giandoni ... CNS
Hennessy Column—Helen Hennessy ... NEA
*Henry—John Liney & Don Trachte ... KFS
Henry J. Taylor—Henry J. Taylor ... UFS
Herbert Brucker Column—Herbert Brucker ... BRU
Herblock—Herbert L. Block ... PHS
Here's How—Frank Preston ... ITP
Here's How—Gene Gary ... CNS
Heritage of the American Businessman—Michael H. McBride ... HER
Hesse Editorial Cartoon—Don Hesse ... LAT
*Hi and Lois—Mort Walker and Dik Browne ... KFS
Hi-Fi Equipment—Barney Glazer ... TCN
Hi-Fi/Stereo Equipment Review ... IMN
Hi! I'm Dorsey Connors—Dorsey Connors ... PHS
Hints For The Home—Bob Mattis ... CTN
*Hints From Heloise ... KFS
Histo-Graphics—Julia McDowell ... CFI
Historical Fillers ... CNS
History Of Education ... OPS
Hockey For Minors ... TSS
Hockey Tips—Bobby Orr ... SUN
Holidays Cartoons Package ... MAG
Holmes Alexander Column—Holmes Alexander ... MCN
Hollybelle Hoopla's Greeting Cards—Russell Myers ... CTN
Hollywood—Dorothy Manners ... KFS
Hollywood Beauty—Lydia Lane ... LAT
Hollywood Beat—Bill Lane ... WOR
Hollywood—Vernon Scott ... UPI
Hollywood Hotline—James Bacon ... NANA
Hollywood Hotline—Nancy Anderson ... CNS
Hollywood News Wire—Barney Glazer ... TCN
Hollywood Scene—John Austin ... HIS
Hollywood Television Report—Ernie Kreiling ... HTR
Hollywood's Hot Line ... EXC
Hollywood's Unsolved Mysteries—John Austin ... HIS
Home—Ann Jermyn & George Adams ... DHJ
Home Improvement—Bernard Gladstone ... NYT
Home Repairs—C. Gordon ... BPS
Home Shop—Bill Bittinger ... MGN
Home Town Flavor—Kerwin Hoover ... HTF
Homemaker's Newsletter—Gloria Pitzer ... HAP
Homeowners' Money Savers—Douglas Tuomey ... GFC
Homes—Dorothea Brooks ... UPI
Homes Canada—Tony Eccles ... SUN
Homes Decorating—Janice Jordon ... DF
Honeydew—Henry Gaines Goodman, Jr. ... GOJ
Hooks and Needles—Jane Derryberry ... LAT
Hoop Ratings—Mort Olshan ... MOS
Horoscope—Francesco Waldner ... MIL-ITP
Horoscope—B. J. Crowley ... EDC
Horsesense—Gerard Player ... SPA
Hospital Quips—Rube Weiss ... BLA
House Detective—Carmen Collins ... FFS
House Doctor—Herman Baum ... RTS
House of the Week—Andy Lang ... APN
House Plans—Gerry Bishop ... UFS
Household Hints ... UPI
Household Scrapbook—Roberta Lee ... WLG
Housing News—Hugh L. Morris ... MNS
How Can I???—Anne Ashley ... WLG
How It's Made And Functions ... LUI
How To Be A Supermother—Dick Harris ... HAA
How To Buy Major Appliances—Charles Klampkin ... NNS
How to Keep Well—T. R. Van Dellen, M.D. ... CTN
How To Take The Fun Out Of Driving—Dick Harris ... HAA
How To Take The Fun Out Of Golf—Dick Harris ... HAA
How To Use The Goldmine Between Your Ears—Dr. Whitt N. Schultz ... KNF
How Well Do You Know Yourself?—Carmen Collins ... FFS
How You Can Be More Successful—Dr. Whitt N. Schultz ... KNF
How's Business? ... BAR
How's Your Luck ... ITP
*Hubert—Dick Wingert ... KFS
Humankind—Vincent de Liberto ... APS
Human Side of Science ... LUI
Humorous Cartoon—Boyd & Wood ... MGN
Hunt-A-Quip—Charles Preston ... LAT
Hutch At Random—Hutch ... AND

I

I Am In Iambics—John Milton Hagen ... GNF
I Didn't Know That!—Nancy Lane ... WOR
I Loved It . . . I Hated It!—William Arthur ... CIT
I Remember ... CSP
Idea Chaser—Jerry Langell ... AF
Ideas, Issues, & Insights—Harry Humphreys ... PUR
If Your Name Is—Ann Reynolds, Ph.D. ... RFS
In Living Color—Bill Lane ... WOR
In The Kitchen ... CEF
In A Ringside Seat—Sam Taub ... NEW
In The Public Interest—Ralph Nader ... NRF
Indoor Gardening—Guy Nightingale ... ITP
Indoor Gardening—Katherine B. Walker ... PHS
Industrial Cartoons Package ... MAG
Inflation Beaters—Hal Ball ... RPS
Inside Auto Racing—Don O'Reilly ... AU
Inside Daytime TV—John Austin ... HIS
Inside Fashion—Eugenia Sheppard ... PHS
Inside Hockey—Stan Fischler ... TSS
Inside Labor—Victor Riesel ... PHS
Inside Religion—Lester Kinsolving ... NNS
Inside Report—Rowland Evans & Robert Novak ... PHS
Inside Washington—Robert S. Allen ... PHS
Insight—John Wykert ... NANA
Inspector Dayton—George Thatcher ... PF
Insurance Adviser—Saul Sokol ... DF
Insurance For Consumers—Dave Godwin ... GOO
Intelligrams ... WWI
Interior Decorating—Genevieve Fernandez ... UFS
International Adventure (Numismatic)—Julius Weiss ... WEI
International Adventure (Philatelic)—Julius Weiss ... WEI
International Date Line—Edward R'Church ... TWN
International Designer Patterns—Spaden ... SPS
International Fisheries Market News ... WWI
Interpretive Report—Richard Wilson ... RTS
Interviews—Ruddy Basch ... BAS
Interviews With Name Entertainers—Jerry Bishop ... BIS
Investors' Guide—Sam Shulsky ... KFS
Isn't It The Truth?—Charles Rehns ... REH
It Happened Last Night—Earl Wilson ... PHS
It's A Cockeyed World—Joe Kaliff ... AMF
It's A Laugh—Rube Weiss ... BLA
It's My Opinion—Irene Corbally Kuhn ... CF

It's News To Me—Herb Caen ..... CHR
It's Tough, But You Can Make It—
Vernon E. Brown ..... CNS
It's Your Landscape—George E. Creed ..... PHS
It's Your Life—Richard Armstrong ..... MCN
It's Your Money—Wendell Coltin ..... GFC

J

Jack Anderson's Weekly Special—Jack Anderson ..... UFS
Jack Knife & T. Spoon—Sarge O'Neill ..... SOU
Jack Pokress at Large—Jack Pokress ..... NFI
Jackson Twins—Dick Brooks ..... MCN
Jane Bryant Quinn—Jane Bryant Quinn ..... WPW
Janeway Economic Service—Eliot Janeway ..... CTN
Jazz Column—Leonard Feather ..... LTWP
Jeane Dixon Horoscope—Jeane Dixon ..... CTN
Jeane Dixon Predictions—Jeane Dixon ..... CTN
Jeff Cobb—Pete Hoffman ..... GFC
Jeffrey Hart ..... KFS
Jelly Side Down—Nancy Stahl ..... UNP
Jericho Jones—Stephen C. Graham and Kirk A. Luehrs TFI
Jesse Jackson At Large—Rev. Jesse L. Jackson ..... BLP
Jest For Laffs—Audie Bransford ..... CEN
Jest Nonsense—Roy Bliss ..... BLI
Jewish Quiz Box—Rabbi S. J. Fox ..... JTA
Jews In Sports—Haskell Cohen ..... JTA
Jim Bishop: Reporter—Jim Bishop ..... KFS
Jim Fain Column—Jim Fain ..... ASI
Jim Murray Sports Column—Jim Murray ..... LAT
Jim Proudfoot—Jim Proudfoot ..... TSS
Jimmy The Greek—Jimmy Snyder ..... PHS
Joan Rivers—Joan Rivers ..... PHS
Joe Palooka—Tony DiPreta ..... MCN
John Keasler Column—John Keasler ..... MCN
John D. Lofton, Jr.—John D. Lofton, Jr. ..... UFS
John Sinor Column—John Sinor ..... CNS
*Johnny Hazard—Frank Robbins ..... KFS
Johnny Wonder—Dick Rogers ..... EF-NEA
Jokes ..... BAS
Josh Billings Sez—Rube Weiss ..... BLA
Joyce Haber Column—Joyce Haber ..... LAT
Judge Parker—Dr. N. P. Dallis and Harold Le Doux ..... PHS
Jumble—Bob Lee & Henri Arnold ..... CTN
Junior Editors—Joe Cunningham ..... APN
Junior Jumble—Bob Lee & Henri Arnold ..... CTN
Junior Whirl—Hal Kaufman ..... KFS
Junk or Treasure—D. Walsh ..... TWN
Just For You—Earl Engleman ..... BPS
Justice Stories ..... CTN
Justus Long—Roy Justus and Scott Long ..... RTS

K

Kanine Korner—Francis X. Lohmann ..... KAN
Karikature Karnival—Joe L. Kaliff ..... AMF
Karpin on Bridge—Fred L. Karpin ..... CTN
Kelly Daily—Jack Moore ..... UNP
Kelly Sunday—Jack Moore ..... UNP
Keeping Up—Ethel Burge ..... BUR
Kerry Drake—Alfred Andriola ..... PHS
Kevin P. Phillips ..... KFS
Kingsbury Smith ..... KFS
Kisses—Vivian Greene ..... RTS
Kitchen Cynic—Bern Sharfman ..... AMF
Kitchen Sampler—Jane Mengenhauser ..... KSS
Knitting & Crochet ..... OPS
Know Their Votes ..... AMW
Know Your Faith—Angela Schreiber ..... NCF
Know—What's Up ..... AMW
Know Your Antiques—Ralph and Terry Kovel ..... RTS
Know Your State Contest—Andre F. L'Eveque ..... SF
Kohlmeier Column—Louis Kohlmeier ..... CTN
Kudlaty Cartoon—Ed Kudlaty ..... NEA

L

L. M. Boyd Column—L. M. Boyd ..... STT
Labor Front—Edward J. Doherty ..... NANA
Labor Report—Ed Finn ..... TSS
Ladies Day—John Rouson ..... GFC
Ladies First—Trixie Belmont ..... WNS
Lady Beware—Peter Arnold ..... DDS
Laff-A-Day ..... KFS
Laff of the Week ..... MIL-CSP
Land Of The Midnight Fun—Sarge O'Neill ..... SOU
Landmark Decisions—Martin J. Ross ..... LAW
Lane Cartoon—John Lane ..... NEA
Lansky's Look—Bernie Lansky ..... UNP
Larry's World—Larry ..... BPS
Las Vegas After Dark—Damon Loy, Dart Anthony ..... CEN
Las Vegas/Reno/Tahoe—Barney Glazer ..... TCN
Latinoamerican News—Omar Poblete ..... AMO
Latinoamerican Features—Danilo Vasquez ..... AMU
Latinoamerican Features—Danilo Vasquez ..... AMU
Latinoamerican News—Omar Poblete ..... AMU
Laugh It Off—Syd Hoff ..... KFS
Laugh Time—Bob Shroeter ..... KFS
Laughing Matter—Salo ..... CTN
Laughs From Europe ..... RTS
Laurence Laurent Column—Laurence Laurent ..... LTWP
Lautens Column—Gary Lautens ..... TSS
Law Briefs For Business—Martin J. Ross ..... LAW
Legal Aid—Martin J. Ross ..... LAW
Legal Briefs—Prof. John Ritter & Atty. Paul Levine ..... LEG
Legal Briefs—Gus Wood ..... MGN
Legal Eaglet Corner—Bowen Hosford, J. D. ..... MAB
Legal Laffs—Rube Weiss ..... BLA
Lena Diamond—Lena Diamond ..... DIA
Lesson In English—W. L. Gordon ..... WLG
Let's Ask the Bible or Truth for Today—
A. J. Van Campen ..... GLS
Let's Ask the Cook—Nan Wiley ..... RTS
Let's Go America—Hal Brody ..... COR
Let's Live Longer—Lelord Kordel ..... SPE
Let's Make—Ben Corey ..... HAR
Let's Reminisce—Helen M. Pagel ..... CNS
Let's Sew ..... KFS
Let's Stay Well—F. J. L. Blasingame, M.D. ..... UFS
Let's Take Pictures—Irvine A. Brace ..... MIL
Let's Talk—Rev. Lee Truman ..... CNS
Let's Talk About Your Car—Ray Hite ..... ECS
Letters From Dad—Martin J. Ross ..... LAW
Liberated Woman—Mary McGrath ..... UFS
Leisure ..... IMN
Life Begins At Forty—Robert Peterson ..... MCN
Life In The Suburbs—Al Smith ..... SM
Life On Wheels—Art Kouse ..... TLS
Life With Rimples ..... CEF
Life's Like That—Fred Neher ..... UFS
Li'l Abner—Al Capp ..... CTN
Li'l Ones—Jim Whiting ..... GFC
Lippy The Yippy—Sarge O'Neill ..... SOU
Listen, Bess—Bess Myerson ..... CTN
Little Eve—Jolita ..... GFC
Little Farmer—Kern Pederson ..... SM
*Little Iodine—Bob Dunn & Hy Eisman ..... KFS
Little Orphan Annie ..... CTN
Little Pedro—William de la Torre ..... LAT
Little People's Puzzle—Leo White ..... UFS
Little Sport—John Rouson ..... GFC
Little Strokes—Elena ..... ELN
Live 'n Laff—Rube Weiss ..... BLA
Live Longer Be Happy—Charles Rehns ..... REH
Live Within Income—Anne Taylor ..... APN
Living Scriptures—Jack Hamm ..... SM
Lolly—Pete Hansen ..... CTN
London Economist News Service (LENS)—
Economist of London ..... NEA
London Express Feature Service ..... UFS
London Express News Report ..... UFS
Lonely Heart—Herc Ficklen ..... AVA
Look- and Feel-Your Best—Dorothy Richey ..... RBN
Look and Learn—A. C. Gordon ..... WLG
Look Smart—Harry Jusfer ..... RTS
Look Who's Talking—Al Burke ..... EXC
Looking Back—Joyce Maynard ..... DDS
Lou Edman Describes—Lou Edman ..... EDM
Louie—Harry Hanan ..... CTN
Louisa's Letter—Louisa ..... EDC
Love & Laughter—Marjorie Holmes ..... NNS
Love Is—Kim Grove ..... LAT
Love on Life—Philip H. Love ..... MCN
Lowell Ponte Column—Lowell Ponte ..... MCN
Low Down from the Congressional Record—Joe Crump ..... CRU
Lucille Rivers On Sewing—Lucille Rivers ..... AD
Lumnits—Mal Hancock ..... WSS
Lurie's Opinion—Ranan Lurie ..... NYT
Luther—Brumsic Brandon Jr. ..... LAT

M

MacNelly Editorial Cartoons—Jeff MacNelly ..... CTN
MacPherson Cartoons—Duncan Macpherson ..... TSS
Made Public—Mary Arthur ..... ARU
Maddox Column—Gaynor Maddox ..... NEA
Magic Carpet ..... TWN
Magic Carpet Over Broadway—Joe Kaliff ..... AMF
Magic Spell—Hal Kaufman ..... KFS
Main Street—Ted Green ..... PWF
Mainly For Seniors—John T. Watts ..... CNS
Major's Money Words ..... EF
Make People Like You—LeLord Kordel ..... SPE
Man and Medicine—Irwin J. Polk, M.D. ..... CNS
Man To Man—Bill Thomas ..... CF
Managing Your Family's Money—Merle Dowd ..... RTS
*Mandrake The Magician—Lee Falk and Fred Fredericks KFS
Maps ..... NEA
Marga Eyes The Stars—Marga Fenwick ..... QUE
Marianne Means' Washington—Marianne Means ..... KFS
Marilyn Beck's Hollywood—Marilyn Beck ..... NYT
Marilyn Manion—Marilyn Manion ..... AMW
Mark My Words—Jim Fiebig ..... GFC
Mark Trail—Ed Dodd ..... PHS
Mark Trail's Outdoor Tips—Ed Dodd ..... PHS
Market Comments—Carl Ritter ..... CNS
Marmaduke—Brad Anderson ..... NNS
Martin's International Newsreel ..... MAR
Marvin Kitman Show—Marvin Kitman ..... LAT
Mary McGrory Column—Mary McGrory ..... WSS
Mary Worth—Allen & John Saunders, Ken Ernst ..... PHS
Matter of Fact—Joseph Alsop ..... LAT
Matters of Substance—T. Jerome Bishod ..... BIS
Mauldin—Bill Mauldin ..... PHS
Max Lerner Column—Max Lerner ..... LAT
Maxine—Maxine Inlander ..... RTS
Mayor Maynot ..... CEF
Mazel Tov! You're Middle-Aged—Albert Vorspan ..... DDS
McKenzie Porter Column—McKenzie Porter ..... SUN
MD—James Whatley ..... ITP
Medical Cartoons Package ..... MAG
Medical Memos—H. L. Herschensohn, M.D. ..... LAT
Medicalia—M. W. Martin ..... MAR
Medicare—Reamer Keller ..... AD
Medicare Report—Fred Dreyfus ..... NFS
Medicine—Dr. M. I. Salomon ..... WUP
Medifax and Fiction ..... LUI
Meditation—Colin Douglas ..... WLG
Meichels—Norma Barash ..... JTA
Meltzer on Real Estate—Bernard Meltzer ..... PHS
Memo To Caesar—D. K. Woodman ..... HPS
Memory Quiz—Donald Saltz ..... DTQ
Memory Quiz—Donald Saltz ..... MEM
Mending The Hearth—Gloria Pitzer ..... HAP
Men's Fashions—Paul Hamlin ..... SPS
Men's Wear—Walter Logan ..... UPI
Merry Mixup—Barbara S. Jones ..... AF
Mickey Finn—Morris Weiss ..... MCN
*Mickey Mouse—Walt Disney ..... KFS
Microscoops—Don MacLean ..... UFS
Mike Peters—Mike Peters ..... UFS
Military Affairs—L. Edgar Prina ..... CNS
Milt Dunnell—Milt Dunnell ..... TSS
Mimi—Mary Dorman ..... NNS
Mind Your Money—Peter Weaver ..... KFS
Minit Doodle—Louis Maglia ..... AF
Minority Report ..... BLP
Mint Error Coins—Frank Spadone ..... SPA
Miracle Gardening—J. Finletter ..... BPS
Mirror of Your Mind—John Conwell ..... KFS
Mirrors of Washington—Isabelle Shelton ..... NANA
Miscellaneous Crafts—Valera Bagwell ..... LWF
Miscellaneous Travel ..... LWF
Miss-Ms-Mrs.-Mr.—Pat Fisher ..... SPS
Miss Peach—Mell Lazarus ..... PHS
Mixed Singles—Bill Brown & Mel Casson ..... UFS
Moco—Morgensen and Cornelius ..... LAT
Modern Bridge—J. Fern ..... BPS
Modern Etiquette—Roberta Lee ..... WLG
Modern Sherlock Holmes—Jane Sherrod Singer ..... BPS
Mohr About Fashion—Berta Mohr ..... MOH
Momma—Mel Lazarus ..... PHS
Mom's Lunch—Rose Irene Hammer ..... STH
Money Matters—Dave Goodwin ..... GOO
Money Matters—Carl Ritter ..... CNS
Money In Your Pocket—Martha Patton ..... CTN
Moneysavers—Bob Powers ..... CRE
Monthly Mention—Fred Dodge ..... MM
Moon Messages For You—Cullen Moore ..... CMS
Moon Mullins—Ferd Johnson ..... CTN
*Moose Miller—Bob Weber ..... KFS
More For Your Money—L. Galton ..... WSS
Morrie Ryskind—Morris Ryskind ..... WSS
Mostly Male—Doc Goodwin ..... DF
Mother Earth News—John Shuttleworth ..... RTS
Mother Nature's Remedies—Dr. Eileen Marsh ..... IDE
Moto Sports—Bob Cutter ..... THG
Motor Talk ..... CAP
Motor Tips—Stirling Moss ..... BPS
Motorways—Frank Macomber ..... CNS
Movie Mail—Barney Glazer ..... TCN
Movie Review Wrapup—Rex Reed ..... CTN
Movies-Entertainment—Hans Holzer ..... EPS
Movies & Sports on TV—Frances M. Knox ..... DIC
*Mr. Abernathy—Ralston Jones and Frank Ridgeway ..... KFS
Mr. Politician—Ranan Lurie ..... NYT
Mr. Tweedy—Ned Riddle ..... GFC
Ms. Golf—Maggie Hathaway ..... WOR
M. Stanton Evans—M. Stanton Evans ..... NANA
Music Whirl—Buddy Basch ..... BAS
Mutt & Jeff—Al Smith ..... MCN
Mutual Funds—Don G. Campbell ..... UFS
My Answer—Billy Graham ..... CTN
My Life In The Mafia—Vincent Teresa &
Thomas Renner ..... DDS
My Success Story ..... BPS

N

NANA News Service ..... NANA
NANA Photo Service ..... NANA
NANA Pony Service ..... NANA
Nancy—Ernie Bushmiller ..... UFS
Nashville Sound—Red O'Donnell ..... WSS
National Security Affairs—Lt. Gen. Ira C. Eaker ..... GFC
National Whirligig—Ernest Cuneo ..... NANA
Natural Living—Beatrice Trum Hunter ..... SYN
Nature—Edward S. Thomas ..... DF
Nature Column—Irston Barnes ..... LTWP
Naturebug—John Hazlett & Edward S. Thomas ..... DF
NBA Pro Forecast—Bill Lee ..... MOS
Needle Arts—Nancy Sewell ..... CEF
Needlecraft Pattern Feature—Alice Brooks ..... KFS
Needlecraft Pattern Feature—Laura Wheeler ..... KFS
Needlepointers—Daphne Ginnings ..... UNP
Neue Zurcher Zeitung ..... SUN
New & Washington Notes & Briefs & Smiles—
Lillian Hughes ..... EDC
New Ideas & Products ..... SA-JLS
New Jersey Report—Ross Warren ..... GSM
New Products—Ida Fried ..... EPS
New Product Roundup ..... ICS
New Year Tips—Cullen Moore ..... CMS
New York Hometown News Angles ..... ICS
New York Times Crossword Puzzle ..... NYT
New York Today—Albert Theroux ..... NEW
News Features ..... NEA
News Focus—Charles Bartlett ..... PHS
News In Review ..... UPI
News Views—Lillian Hughes ..... EDC
News In Color ..... NEA
News Report—Edward H. Sims ..... EDC
News Visuals ..... NEA
Nicholas Von Hoffman ..... KFS
Nick Thimmesch Column—Nick Thimmesch ..... LAT
Nit Wit—Robert F. Thornton ..... THF
No Laugh'n Matter—Gloria Pitzer ..... HAP
Norbert—George Fett ..... UFS
Norton Mockridge—Norton Mockridge ..... UFS
Nostalgia I.Q.—Mark Hogan ..... CF
Notes & Comments ..... EDC
Notes From The Wine Cellar ..... GRN
Notes On The News—Charles D. Pearson ..... PEA-MIL
Nothing But The Truth—Russ Arnold ..... SM
Now!—Gene Loyd ..... RTS
Now Hollywood—Barney Glazer ..... TCN
Now See Here!—Bert Bacharach ..... KFS
Now You Know About ..... UPI
*Nubbin—James Burnett and Henry Boltinoff ..... KFS
N-Vironment—Norm Davis ..... NMD

O

Oakley Commentary Column ..... NEA
Of All Places—Horace Sutton ..... PHS
Of Arms And Men—Col. Robert D. Heinl Jr. ..... NANA
Of Crime And Punishment—Milton G. Rector ..... NANA
Of Smith and Men—Jack Smith ..... LTWP
Off The Beaten Track—Bernard Gelman ..... GEL
Off The Record Daily—Ed Reed ..... RTS
Off The Record Page ..... RTS
Offbeat Diary ..... CNS
Office Hours—Cy Olson ..... KFS
Old Farmers Almanac ..... UFS
Olderman Column—Murray Olderman ..... NEA
Olga Knows—Olga ..... CHR
Oliphant Editorial Cartoon—Pat Oliphant ..... LAT
On Being Black—Sandra Haggerty ..... LAT
On Broadway—Ray Wilson ..... NEW
On Stage—Leonard Starr ..... CTN
On the Fairway—Max Faulkner ..... ITP
On The Farm Front—Bernard Brenner ..... UPI
On The Line—Bob Considine ..... KFS

TITLES OF BY-LINED FEATURES

On The Other Hand—Dolores Curran ..... NCF
On The Right—William F. Buckley, Jr. ..... KFS-WSS
On The Religious Front—David Benarone ..... WUP
On The Wire—John J. Westley ..... DIS
On Wines—Bill Sonstein ..... SON
100 Years Ago—Parris Green ..... TAG
One Woman's Voice ..... AMS
Once Over Lightly—Ann Rudy ..... CNS
Only In America—Harry Golden ..... UFS
Op-Ed ..... NYT
Open House—James M. Woodard ..... CNS
Orben's Comedy Fillers—Robert Arben ..... COC
Organic Living—Robert Rodale ..... CTN
Ottawa Report—Richard Gwyn ..... TSS
Otto Sez—Frank Nickens ..... HPS
Our American Heritage—Elena ..... ELN
Our Boarding House—Les Carroll & Tom McCormick .. NEA
Our Children—Dr. Willard Abraham ..... CNS
Our Energy Crisis—Dr. Lawrence Rocks & Dr. Richard Runyon ..... KFS
Our Environment—Jeff Stansbury and Edward Flattau .. LAT
Our Film Folk—Herbert G. Luft ..... JTA
Our Man In The White House—Lester Kinsolving .... NNS
Our New Age—Gene Fawcette ..... PHS
Our Parish ..... NCF
Our Preacher Says—D.L. ..... INR
Our Vanishing Liberties—Omar V. Garrison ..... SPE
Our Religions—Dr. Carlyle Adams ..... RTS
Out of Orbit—Here Ficklen ..... AVA
Out Our Way—(d) Negley Cochran (S) Ed Sullivan .. NEA
Outdoor Guideposts—Fred Luks ..... OUG
Outdoor Life ..... OPS
Outdoor Mini-Tips—Joe E. Buresch ..... JEB
Outdoors—Bob Pulliam ..... PUL
Outdoors Cartoons Package ..... MAG
Outrider—Garry Wills ..... UNP
Over Broadway & Hollywood—Phil Kalker ..... AEW
Overview—Miles Copeland ..... GRN

P

Palmer Strategy—Arnold Palmer ..... NNS
Pan American Report ..... CNS
Panorama—David Schwartz ..... JTA
Parade of Books—Ralph Hollenbeck ..... KFS
Parade Of Homes—Carl Gaiser ..... HOM
Parents and Children—Arnold Arnold ..... NNS
Parents Ask—Louise Bates Ames, Ph.D. ..... PHS
Past Sixty—Meg Hale ..... HAL
Pat's Pointers—Pat Trexler ..... PHS
Pattern Party ..... KFS
Patterns & Needlework ..... NEA
Patterns & Polly's Pointers—Polly Cramer ..... NEA
Patterns For Better Living—Steve Ellingson ..... UB
Paul Harvey News—Paul Harvey ..... GFC
Paul Szep Editorial Column—Paul Szep ..... MCN
Peanuts—Charles M. Schulz ..... UFS
Pedal Pushers—Stephen B. Leek ..... CEN
Pee-Wee—Jerry Iger ..... PF
Pennsylvania Avenue—Washington Bureau ..... CNS
Penny Thoughts—Michael Fortuna and Jackie Spears ... AF
Penny-Wise Traveler—Jane Morse ..... LAT
People & Places (and some other things)—W. F. (Pete) Powell ..... POW
People and Problems—Martin J. Ross ..... LAW
People and Values—Andrew Greeley ..... UNP
People Watching—James Brady ..... CTN
Perkins—John Miles ..... RTS
Perma-Puzzle—Elena ..... ELN
Permanent Bookshelf ..... ICS
Personalities—Cindy Adams ..... WNS
Personality Interview ..... WIP
Personalized Designer Patterns—Spadea ..... SPS
Pets And Their People—Alice Scott ..... UFS
Pet Health—Dr. H. P. Jans, D.V.M. ..... CNS
Peter Panic—Lo Linkert ..... BPS
Philatelic News—G. Detjen, Jr. ..... DET
Phillip's Flock—Doc Goodwin ..... DF
Phillips-Sindlinger Survey—Kevin P. Phillips & Albert Sindlinger ..... KFS
Photo Comment—Roy Stryker ..... MCF
Photo Files (Show Business & Travel) ..... BAS
Photo Fun—Gilbert Hill ..... CNS
Photo Info—Bill Baughman ..... BAU
Photos—Tom Lorsung ..... NCF
Photo Service (Religious) ..... RNS
Phyllis Mitchell Column—Phyllis Mitchell ..... MIT
Pick of Punch ..... SUN-LAT
Pictorial Pages (Feature Story) ..... KFS
Picture of Health ..... LUI
Picture Show ..... APN
Pigskin Prophecy—Most Olshan ..... MOS
Pilgrims—Stephen C. Graham and Kirk A. Luehrs ... TFI
Pilsworth Cartoons—Graham Pilsworth ..... TSS
Pinup Photos—Arthur S. Green ..... GRE
Pistachios—Frank Sematones ..... BPS-SEM
Pixies—Jack Wohl ..... UPS
Poems—Norman A. Kirk ..... KIR
Poetry—Wolf Pasmanik ..... WUP
Pogo—Steve and Selby Kelly ..... PHS
Poinier Cartoons—Art Poinier ..... UPS
Point Of View—Don Freeman ..... CNS
Points for Parents—Mary Bryson ..... RTS
Poling Column—Rev. David Poling ..... NEA
Political Futures—Louis M. Bean ..... NANA
Political Topics—Robert I. Queen ..... PWF
Polly's Pointers—Polly Cramer ..... NEA
*Ponytail—Lee Holley ..... KFS
Pop Rock Music—Brian L. Steffens ..... STE
Pop Scene Answer Man ..... UFS
Pop Scene Service—Barbara Lewis ..... UFS
*Popeye—Bud Sagendorf ..... KFS
Pops—George Wolfe ..... SM
Popular Records—William Laffler ..... UPI
Portrait of An Athlete—Phil Kalker ..... AEW
Ports Of Call—Edward H. Sims ..... EDC
Postcards—Stan Delaplane ..... CHR
Potomac Fever—Pat Mahan ..... RTS
Power and Sail—Almon Lockabey ..... GFC
Power of Faith—Woodl Ishmael ..... APN
Premier Crossword Puzzle with Cryptoquips—Jo Paquin KFS
Priscilla's Pop—Al Vermeer ..... NEA
*Prince Valiant—Hal Foster ..... KFS
Prizeweek—B. B. Considine ..... DWL
Prizeweek Puzzle ..... UFS
Pro Pix—Mort Olsham ..... MOS
Professor Phumble—Bill Yates ..... KFS
Profitable Pastimes—Terri Hilton ..... SUB
Progress Of Peoples—Barbara Ward ..... NCF
Prominent Designer Dress Pattern Feature ..... KFS
Promising Patents And Products ..... LUI
Pros & Kahns—J. Kestner Kahn ..... AMW
Public Contracts—Porter Williamson ..... MSC
Pun-Kins—Pat Anderson ..... AND
Pungent Prayer ..... PUN
Putterin' Pete—Blanche Campbell ..... CNS
Puzzles ..... EF

Q

Quarterly Cartoon Humor Service ..... GF
Queenie—Phil Interlandi ..... KFS
Queen's Park Roundup—Donald Fredericks ..... SUN
Questions Women Ask—Dr. Eleanor B. Rodgerson ... CNS
Quick Looks At New Books—Edwin T. Grandy ..... GNF
Quincy—Ted Shearer ..... KFS
Quips & Quotes—Charles Petzold ..... ARA
Quirks in The News ..... UPI
Quiz Hall—Wilton E. Hall ..... HPS
Quizword—Crossword ..... MIL
Quote Acrostic—Charles Preston ..... LAT
Quote & Unquote—Edwin T. Grandy ..... GNF

R

Racing Form Selections ..... CTN
Raising Children In A Difficult Time—Dr. Benjamin Spock ..... CF
Ralph Novak—Ralph Novak ..... NEA
Rameses—Duke of Tournalin ..... ITP
Ramona's Criterion—Norma R. Harper ..... HAC
Raspberry Column—William Raspberry ..... LTWP
Rated G—Lucinda ..... NPS
Read and Remember—W. L. Gordon ..... WLG
Reader Specials ..... KFS
Reader's Courtroom—Henry Rothblatt ..... GFC
Reading For Knowledge—Barney Glazer ..... TCN
Real Estate & Construction Digest ..... ICS
Real Names & Reel Names—Buddy Basch ..... BAS
Realty Investor, The—Gordon G. Heady ..... NAT
Recipe—Sarah Ann Sheridan ..... EDC
Recipes For Fun ..... RTS
Record Tape Reviews ..... IMN
Record/Tape Reviews—Barney Glazer ..... TCN
Recycling With Imagination—Elena ..... ELN
*Redeye—Gordon Bess ..... KFS
Red Pepper—Pat Anderson ..... AND
Religion—Claire Cox ..... CNS
Religion and The Times—Jesse H. Merrell ..... MER
Religion in America—David E. Anderson ..... UPI
Religion In Review ..... RNS
Religious Cartoons Package ..... MAG
Religious News Reporter ..... RNS
Report From America ..... UPI
Report From Paris—Monique ..... CTN
Retakes—Barney Glazer ..... TCN
Retirement Is—Eugene Carr ..... NNS
Retirement Report—Theodore Schuchat ..... NANA
Reviewing The New Sport Books—Phil Kalker ..... AEW
Reviewing The New Movies—Phil Kalker ..... AEW
Revolutionary Notebook 1776—Win Churchill ..... SYN
Revolutionary Times—Dr. Richard V. Bertain ..... CF
Revolutionary Times ..... SPS
Rev. Tweedie, D.D.—Charles Cartwright ..... CAR
Rex Morgan, M.D.—Dr. N. P. Dallis, and Frank Edgington ..... PHS
Rhythm Mode—Hollie I. West ..... LTWP
Richard Joseph Column—Richard Joseph ..... CTN
Rick O'Shay—Stan Lynde ..... CTN
Right Angle—Paul Greenberg ..... UNP
Rights & Wrongs—Sol Glushak ..... ITP
Rights'n Wrongs—Riv Tobin ..... CNS
Ring It Rich Contest—Andre F. L'Eveque ..... SF
Ringaround Word Games—Jack Fitch ..... OPS
*Rip Kirby—John Prentice and Fred Dickensen ..... KFS
*Ripley's Believe It Or Not! ..... KFS
Rise of the Republic—Robert Betts ..... CNS
Rivets—George Sixta ..... PHS
Robert Kirsch Column—Robert Kirsch ..... LTWP
Rock Back—Larry Lehmer ..... SGF
Rock Music—Bruce Meyer ..... UPI
Rolling Stone ..... KFS
Ron Cobb Editorial Cartoon—Ron Cobb ..... SAW
Ron Hendren In Washington—Ron Hendren ..... WAW
Rosettes—Elinor K. Rose ..... ROS
Royal Entertainment—Rex Reed ..... CTN
Rural Delivery—Al Smith ..... SM
Ryan Games—Steve Ryan ..... CNS

S

Sacramento Answer Line ..... CAP
St. John's Journal—Jeffrey St. John ..... CNS
Sally Bananas—Charles Barsotti ..... LAT
Salute!—Jerry T. Baulch ..... APN
Sam Scout—W. C. Lane ..... WOR
Sanders—Bill Sanders ..... PHS
Sandy—James Unwin ..... HPS
Say It Straight—Victor Lasky ..... NANA
*Scamp—Walt Disney ..... KFS
Scents of Humor—Samuel P. Levine ..... LEV
Science—Mary Jane Bergen ..... EPS
Science & Technology ..... IMN
Science Briefcase ..... ESN
Science Critic—H. Peter Metzger, Ph.D. ..... ESN
Science Features ..... EAG
Science Features ..... ESN
Science For Juniors—Ronald E. Hestand, Ph.D. .... HUM
Science For You—Bob Brown ..... GFC
Science In The News—Sidney Polinsky ..... AUN
Science Picture Service ..... WIP
Science Specials ..... ESN
Science Today—Al Rossiter, Jr. ..... UPI
Scientific Topics/Research—R. Queen/A. N. Queen .... PWF
Scramble Steps—Charles J. Basch, Jr. ..... BAS
Scram—Lets—Clay Pollan ..... MCN
Sea Rations—James Estes ..... STT
*Secret Agent Corrigan—Al Williamson & Archie Goodwin ..... KFS
Self-Help-to-Charm—Harriel Carlson ..... HC
Seminiscope ..... ITP
Sen. Barry Goldwater Column—Sen Barry Goldwater ... LAT
Senator Soaper—Bill Vaughan ..... NANA
Senior Citizen Review ..... ICS
Senior Citizens America—Hal Brody ..... COR
Senior Forum—Paul Hightower ..... GFC
Sensations of Sport—Neville Colvin ..... ITP
Serialization of Books ..... WPW
Sermonograms—D. L. Yoder ..... INR
*Sesame Street—Cliff Robert & The Children's TV Workshop ..... KFS
Sew Biz—Julia C. McCombs ..... COE
Sew Like A Pro—Roxane ..... APN
Sew Right—Dale Cavanagh ..... SPS
Sew Simple—Eunice Farmer ..... RTS
Sew What ..... CSP
Sew What's New?—Sandra Kelly ..... UNP
Sex Information Service ..... CF
Shanghai Lil—Sarge O'Neill ..... SOU
Shaping The Earth—Dr. A. A. Manten ..... DWL
Sheinwold On Backgammon—Alfred Sheinwold ..... LAT
Sheinwold On Bridge—Alfred Sheinwold ..... GFC
Short Ribs—Frank Hill ..... NEA
Short-Short Stories—Art Gates ..... GF
Short Takes ..... CEF
Shorts ..... NEA
Show Biz—Flash Fairfield ..... EF
Show Biz—Herb Bridges ..... MGN
Sidebarbs—Clyde Peterson ..... RTS
Shows To Watch—(TV)—Paul Henniger ..... LAT
Shredded Wit—Nonnee Coan ..... COA
Side Glances—Gill Fox ..... NEA
Sign-O-Rama—M. W. Martin ..... MAR
Signs of The Times—Val Valentine ..... CTN
Silver Lining—Rabbi S. Silver ..... SAF
Single By Choice—Antoinette May ..... CEN
60 Second Sermons—Fred Dodge ..... MM
Sketches—Ben Burroughs ..... GFC
Ski Trails—Hal Ball ..... RPS
Ski World—Ron Posey ..... ENT
Skiing With Killy—Jean Claude Killy ..... NNS
Skillet Club—Frank Kohler ..... GFC
Slim Gourmet—Barbara Gibbons ..... UFS
Small Business Review ..... ICS
Small Fry Diary—Nonnee Coan ..... COA
Small Society—Morrie Brickman ..... WSS
Smart Chart—Herb Stansbury ..... LAT
Smidgens—Robert Cordray ..... NNS
Smiling Out Loud—Sarge O'Neill ..... SOU
Smith Family—George Smith ..... WSS
Snappy Fillers ..... SFS
Snowmobiling—Stan Davies ..... TSS-NNS
Soccer Shots—Irma Ganz Miller ..... SA-JLS
Solunar Tables—Jacqueline Knight ..... RTS
Solve-A-Crime—A. C. Gordon ..... WLG
South Sea Girl—Thorne Stevenson ..... PF
Soviet World—Eugene Lyons ..... NANA
*Spanish Crossword Puzzle—Alfaro ..... KFS
*Spanish Crossword Puzzle—Ramos ..... KFS
Spadea Hair Styles—Paul Hamlin ..... SPS
Spare-Time Income—Harold Pallatz ..... IDE
Sparks of Wisdom—Cedric Simms ..... WLG
Speaking Dollar-Wise—Robert S. Rosefsky ..... LAT
Speaking of Sports ..... CNS
*Speaking of Your Health—Dr. Lester L. Coleman .... KFS
Speakink Out on Credit—R. Dale Painter ..... PAI
Special New York Correspondent—Ed Nassauer ..... ICS
Special Subjects ..... ZUR
Special Shorts & Fillers ..... APN
Speck ..... NCF
Spirit of '76—Ed Dunckelmann ..... INF
Sport & Recreation—Irma Ganz Miller ..... SA-JLS
Sporteaser—Eddie Germano ..... CF
Sportin' Life—Bill Verigan ..... NANA
Sports Cartoon—Murray Olderman ..... NEA
Sports Cartoons—Allan Maver ..... KFS
Sports Corner—Al Ray ..... CSP
Sports Crossword—Bob Kay ..... SUN
Sports Features ..... SPW
Sports Hotline—Mickey Herskowitz & Steve Perkins .. UNP
Sports Parade—Milton Richman ..... UPI
Sports . . . Postpaid—Irma Ganz Miller ..... SA-JLS
Sports Scene—Lee James ..... SA-JLS
Sports Quiz—Lillian Hughes ..... EDC
Sports Unlimited ..... CNS
Sportsaction—Don Bacue ..... BRK
Sportsman's Digest—Hal Sharp ..... GFC
Sportspot—Leo White ..... STT
Spotlight on Education—Dr. Benjamin Fine ..... NANA
Spotlite Service ..... UFS
Spurgeon—Al Johns ..... UFS
Stamp News From America—Julius Weiss ..... WEI
Stamp Nook—Ronald Anders ..... AR
Stampede—Jerry Palen ..... KSF
Stamping—Around The World—Les Blauveit ..... CNS
Stamps Are Fun!—Edmund M. Midura ..... MID
Standard Fillers ..... STF
Star Chart—Richard Knapp ..... ESN
Star Gazer—Clay Pollan ..... MCN
Star Gazing—Robert Allen ..... STG
Star Interviews—June Finletter ..... BPS
Star Mates & Friends—Cullen Moore ..... CMS

Star Stuff—Phil Moore ..... LWF
Stars Above—Sherman Walker ..... LAT
Stars and Fashion—Cullen Moore ..... CMS
Stars and Lovers—Cullen Moore ..... CMS
Stars and Sports—John Austin ..... HIS
State of Affairs—Clayton Fritchey ..... LAT
Stay Alive Longer—LeLord Kordel ..... SPE
Stay Healthy—Roger Rosenblatt, M.D. ..... NFS
Stayskal Editorial Cartoons—Wayne Stayskal ..... CTN
Stereo Equipment—Barney Glazer ..... TCN
Stern Views—Andy Stern ..... NPF
*Steve Canyon—Milton Caniff ..... KFS
Steve Canyon—Milt Caniff ..... PHS
Steve Roper—William Overgard & Allen & John Saunders ..... PHS
Still Life—Jerry Robinson ..... CTN
Stitchin' Time—Judy Love & Joanne Schrieber ..... NEA
Stitching Witchery—Betty W. Kinser ..... CNS
Stock of The Week ..... CTN
Stoker the Broker—Henry Boltinoff ..... MIL-WSS
Stop Killing Yourself—Dr. Peter Steincrohn ..... MCN
Straight Talk—Tom Anderson ..... AMW
Strange Destinies—J. Macklin ..... BPS
Strange To Relate—Alexander Allen ..... ITP
Strength For the Day—Elisha Douglass ..... CF
Strictly Business—Dale McFeatters ..... PHS
Strictly For Dads—Charlie Shedd ..... UNP
Strictly Fresh ..... CEF
Strictly Personal—Sydney J. Harris ..... PHS
Strictly Personal—Pat & Marilyn Davis ..... CNS
Style-O-Rama—Mid Paulus ..... MCF
Successful Investing—David R. Sargent ..... GFC
Sugar and Spice—Elinor K. Rose ..... AF
Sum and Substance—Rev. John R. Sheerin ..... NCF
Sunday Crossword Puzzle—Margaret Farrar & Betty Nichols ..... GFC
Sunday Laughs—Paul Swede ..... BPS
Sunday School Lesson—Elisha P. Douglass ..... CF
Sunday Stock Market Chart (Long Term Trend)—Charles E. Carden ..... STO
Super Handyman—Al Carrel ..... KFS
Support the Church—Wm. Keister ..... KEA
Suzie Mac—Susan McDougal ..... UFS
Suzy Says—Suzy ..... CTN
Swinging—Ronald E. Hestand, Ph.D. ..... HUM
Sydney Omarr's Astrology Week—Sydney Omarr ..... LAT

T

Tank McNamara Daily—Jeff Millar and Bill Hinds ..... UNP
Tank McNamara Sunday—Jeff Millar and Bill Hinds ..... UNP
Tarzan—Edgar Rice Burroughs ..... UFS
Tasty Tales—Charles Rehns ..... REH
Teach Your Child To Swim—Julie Hoyle Smith ..... ITP
Teacher's Pets ..... ITP
Technifax Illustrated ..... LUI
Teen Forum—Jean Adams ..... UFS
Teen Scene—Ben Corey ..... HAR
Teen Topics—Ronald E. Hestand, Ph.D. ..... HUM
Teenage Driving Tips—Jane Sherrod ..... BPS
Teenane Corner—Ellie & David ..... TEE
Teen-Age Mail—Dorothy Ricker ..... RIC
Teen-Agers Say—Lester Rand ..... YOU
Tel-Aire ..... TAP
Tele-Views & Ventures—Ernest F. Jessee ..... LWF
Televents—Barney Glazer ..... TCN
Television Scene—John Austin ..... HIS
Television In Review—Frank S. Swertlow ..... UPI
Tell Me Why—A. Leokum ..... MIL
10 Minute Crossword Puzzle ..... SUB
Tennis Is King—Billie Jean King ..... MED
Tenpin Tips—Frank Clause ..... GFC
Terse Verse—Elena ..... ELN
Test Your Horse Sense—Dr. George W. Crane ..... CTN
Test Yourself—Jane Sherrod Singer ..... BPS
That's Life—Buddy Basch ..... BAS
The Aces—Ira G. Corn, Jr. ..... UFS
The Alcoholic—Bob Scott ..... CNS
The Alcoholic—Ronald E. Hestand, Ph.D. ..... HUM
The Ant Hill—E. O. Agee ..... AG
The Arts—Robert Fulfod ..... TSS
The Barnyard Gate—Sarge O'Neill ..... SOU
The Berrys—Carl Grubert ..... PHS
The Best of the Week Editorials ..... AMW
The Better Way—D. L. Yoder ..... INR
The Born Loser—Art Sansom ..... NEA
The Bosleys—John Stees ..... UFS
The Bottom Ten—Steve Harvey ..... UNP
The Butcher—Merle Ellis ..... CHR
The Carden Report—Charles E. Carden ..... STO
The Cartoon Bug ..... CTN
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*Tiger—Bud Blake ..... KFS
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*Trudy—Jerry Marcus ..... KFS
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Tune In—Bobbie Ashley ..... SPS
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Twitch—Howard Rands ..... SM
Two-Minute Mystery Series—Donald J. Sobol ..... TM

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U-Bild—Steve Ellingson ..... MS
U-Bild Enterprises—Steve Ellingson ..... UB
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Vaughan at Large—Bill Vaughan ..... UFS
Video Everyday—Frances M. Knox ..... DIC
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Virginia Payette—Virginia Payette ..... UFS
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Walk On—Mel Williamson, George Ford ..... CTN
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Washington Dateline—Edward R'Church ..... TWN
Washington Insight—Joseph Kraft ..... PHS
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Washington Offbeat—Vera Glaser ..... CTN
Washington Report—J. F. terHorst ..... NANA
Washington Religious News—Robert Tate Allan ..... WRN
Washington Welter—Jesse H. Merrell ..... MER
Washington Window ..... UPI
Washington Women—Dorothy Marks ..... WNS
Watch on Washington—Clark Mollenhoff ..... RTS
Watching the World—Crosby Noyes ..... WSS
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Weekly Short Stories ..... OPS
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What's Your Problem?—Linda Lawrence ..... RFS
Wheels—Marshall Spiegel ..... CF
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Why Be Bored!—Lillian Taylor ..... TAY
Why Grow Old?—Josephine Lowman ..... RTS
Why We Say—Bob Morgan and Pete Hoffman ..... GFC
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Wilkins Column—Roy Wilkins ..... RTS
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William Barry Furlong—William Barry Furlong ..... WPW
Wilson's Western Humor ..... WWH
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Wine Primer—Mark Pugner ..... TAG
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Winning Tennis—Dave Kornreich ..... NNS
*Wishing Well—William J. Miller ..... KFS
Winthrop—Dick Cavalli ..... NEA
Wisdom In The Street—Charles Rehns ..... REH
Wit and Wisdom—D. L. Yoder ..... INR
With Dan Lewis—Dan Lewis ..... NANA
With the People—Chuck Stone ..... UNP
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Worldview—Stanley Karnow ..... NRF
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Wright Editorial Cartoon—Don Wright ..... WSS

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Adams, Anne—Dress Pattern Features ..... KFS
Adams, Dr. Carlyle—Our Religions ..... RTS
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Goodwin, Dave—Money Matters ..... GOO
Goodwin, Dave—Travel Log ..... GOO
Goodwin, Doc & Eugene Craig—Editorial Cartoons ..... DF
Goodwin, Doc—Phillip's Flock ..... DF
Goodwin, Doc—Mostly Male ..... DF
Gordon, A. C.—Crossword Puzzle ..... EDC
Gordon, A. C.—Fortune Teller ..... WLG
Gordon, A. C.—Look and Learn ..... WLG
Gordon, A. C.—Solve-A-Crime ..... WLG
Gordon, C.—Home Repairs ..... BPS
Gordon, W. L.—Lesson in English ..... WLG
Gordon, W. L.—Read and Remember ..... WLG
Goren, Charles—Goren On Bridge ..... CTN
Goting, Al—The Real Truth ..... GOR
Gotwald, Luther A. Jr.—Bible Notes ..... GOT
Gould, Chester—Dick Tracy ..... CTN
Gould, Maurice M.—Coin Roundup ..... GFC
Grady, Joan—Fashions ..... ASC
Graham, Alex—Fred Basset ..... PHS
Graham, Beverly—Cook's Corner ..... DF
Graham, Billy—My Answer ..... CTN
Graham, Stephen C.—Jericho Jones ..... TFI
Graham, Stephen C.—Pilgrims ..... TFI
Graham, Stephen—The Pilgrims ..... NCF
Grandy, Edwin T.—Quote & Unquote ..... GNF
Grandy, Edwin T.—Quick Looks At New Books ..... GNF
Grant, Lou—Grant Editorial Cartoon ..... LAT
Grawe, Dave—Alley Oop ..... NEA
Gravsmith, Robert—Gravsmith ..... CHR
Greb, Gordon B.—Birthday Quiz ..... NEF
Greb, Gordon B.—These Great People ..... NEF
Greely, Andrew—People and Values ..... UNP
Green, Arthur S.—Pinup Photos ..... GRE
Green, Parris—100 Years Ago ..... TAG
Green, Ted—Main Street ..... PWF
Greenberg, Paul—Right Angle ..... UNP
Greene, Jerry—Capital Stuff ..... CTN
Greene, Vivian—Kisses ..... RTS
Greer, Philip—Wall Street Report ..... LTWP
Greenwood, Nat—Belvedere ..... AD
Gregory, Mark—Good Earth Almanac ..... GRE
Griffith, Bill—Feature Story ..... GRF
Grimm, Tom & Michele—Travel ..... NNS
Griswold, J.—Hardpan ..... GRI
Gross, Edmund J.—Doozies ..... FEU
Grossi, Alfredo and Jose Salinas—Gunner ..... KFS
Grove, Kim—Love Is . . . . LAT
Grubert, Carl—The Berrys ..... PHS
Guarino, Charles—What's In Your Name? ..... AD
Gwyn, Richard—Ottawa Report ..... TSS

H

Haber, Joyce—Joyce Haber Column ..... LAT
Hachel, Ali—Brain Teasers ..... OPS
Hagen, John Milton—I Am In Iambics ..... GNF
Hagen, John Milton—The Shrewd Nude ..... GNF
Haggerty, Sandra—On Being Black ..... LAT
Halasz, Louis—Dateline: U.N. ..... NANA
Hale, Dale—Figments ..... LAT
Hale, Meg—Past Sixty ..... HAL
Hall, G., Bryant, G.—Bryant/Hall Travel ..... TSS
Hall, Wilton E.—Quiz Hall ..... HPS
Hall-Otterburn, William—The World of Stars ..... CHR
Hamilton, Grace—An Americanist Viewpoint ..... AMW
Hamilton, Roulhac—Federal Corner ..... DF
Hamilton, William—The New Society ..... CHR
Hamlin, David M.—Hamlin's Humours ..... SYN
Hamlin, Paul—Men's Fashions ..... SPS
Hamlin, Paul—Spadea Hair Styles ..... SPS
Hamlin, Paul—What Next ..... SPS
Hamm, Jack—Living Scriptures ..... SM
Hamm, Jack—The Living Scriptures ..... REL
Hammond, Dorothy—Antique Wise ..... CF
Hamner, Rose Irene—Mom's Lunch ..... STH
Hample, Stuart—Children's Letters ..... KFS
Hanan, Harry—Louie ..... CTN
Hancock, Mal—Lumpits ..... WSS
Hancock, Mal—Foster Fenwick ..... WSS
Hanna-Barbera Productions—Flintstones ..... MCN
Hanna-Barbera Productions—Yogi Bear ..... MCN
Hanratty, Elmarine & Bernice Bede Osol—This Week In Astrology ..... NEA
Hansen, Pete—Lolly ..... CTN
Hanson, Ray—Frustration ..... RTS
Harper, Dr. Howard V.—Days and Customs of All Faiths ..... GFC
Harper, Judy—Traditional Crafts ..... NNS
Harper, Norma R.—Ramona's Criterion ..... HAC
Harris, Dick—How To Be A Supermother ..... HAA
Harris, Dick—How To Take The Fun Out Of Driving ..... HAA
Harris, Dick—How To Take The Fun Out of Golf ..... HAA
Harris, Louis—The Harris Survey ..... CTN
Harris, Sydney J.—Strictly Personal ..... PHS
Hart, Harriet—Free For the Asking ..... CWF
Hart, Jeffrey—Jeffrey Hart ..... KFS
Hart, Johnny—B.C. ..... MIL-PHS
Hart, Johnny & Brant Parker—The Wizard of Id ..... PHS
Hart & Parker—Wizard of Id ..... MIL
Hartman, Iris—Women's World ..... WNS
Hartman, T. H.—Tricky Diction ..... HAT
Hartnell, Norman—Fashion Sense ..... ITP
Hartung, Barbara—Decor Scene ..... CNS
Harvey, Paul—Paul Harvey News ..... GFC
Harvey, Steve—The Bottom Ten ..... UNP
Hasen, Irwin—Dondi ..... CTN
Hathaway, Maggie—Ms. Golf ..... WOR
Hauff, Teddi—Theo Reads Your Stars ..... SUB
Hausman, Jim—When I Was a Boy ..... CTN
Hayakawa, S. I.—Hayakawa Column ..... RTS
Haynie, Hugh—Haynie Editorial Cartoon ..... LAT
Hazlett, John—Edward S. Thomas—Naturebug ..... DF
Heady, Gordon G.—Realty Investor, The ..... NAT
Healy, Paul—Capital Stuff ..... CTN
Heimdahl, Ralph & Al Stoffel—Bugs Bunny ..... NEA
Heinl, Col. Robert D.—Of Arms And Men ..... NANA
Hendin, David—The Medical Consumer ..... ESN
Hendren, Ron—A Young View of Washington ..... CPS
Hendren, Ron—Ron Hendren In Washington ..... WAW
Hendren, Ron—The Young Viewpoint ..... NFS
Henniger, Paul—Shows To Watch (TV) ..... LAT
Henrikson, Arthur A.—Cartoon Comments on Illinois Politics and Government ..... HEN
Hennessy, Helen—Hennessy Column ..... NEA
Hermes—Travel with Hermes ..... NEW
Herschensohn, M.D., H. L.—Medical Memos ..... LAT
Herskowitz, Mickey—Sports Hot Line ..... UNP
Hess, Erwin L.—Good Old Days Antiques Fair ..... UFS
Hesse, Don—Hesse Editorial Cartoon ..... LAT
Hestand, Ph.D., Ronald E.—Church & State Separation ..... HUM
Hestand, Ph.D., Ronald E.—Educational Trends ..... HUM
Hestand, Ph.D., Ronald E.—Science For Juniors ..... HUM
Hestand, Ph.D., Ronald E.—Swinging ..... HUM
Hestand, Ph.D., Ronald E.—Teen Topics ..... HUM
Hestand, Ph.D., Ronald E.—The Alcoholic ..... HUM
Hestand, Ph.D., Ronald E.—The Humanist Viewpoint ..... HUM
Higgins, Msgr. George G.—The Yardstick ..... NCF
Hightower, Paul—Senior Forum ..... GFC
Hill, Frank—Short Ribs ..... NEA
Hill, Gilbert—Photo Fun ..... CNS
Hilton, Terri—Profitable Pastime ..... SUB
Hinds, Bill—Tank McNamara (Daily & Sunday) ..... UNP
Hite, Ray—Let's Talk About Your Car ..... ECS
Hodgins, Dick, Sr.—Editorial Cartoon ..... SM
Hoest, William P.—Lockhorns, The ..... KFS
Hoff, Syd—Laugh It Off ..... KFS
Hoffman, Peter—Jeff Cobb ..... GFC
Hoffman, Pete and Bob Morgan—Why We Say ..... GFC
Hogan, Mark—Nostalgia I.Q. ..... CF
Hoge, Tom—Background Maps ..... APN
Hollenbeck, Ralph—Parade of Books ..... KFS
Holley, Lee—Ponytail ..... KFS
Holm, John—Woody's World ..... NNS
Holmes, Marjorie—Love & Laughter ..... NNS
Holzer, Hans—Movies-Entertainment ..... EPS
Honig, Ana—Health and Science ..... WNS
Hoover, Kerwin—Home Town Flavor ..... HTF
Hoover, Kerwin—Grass Roots Clippings ..... HTF
Hoover, Robert—Golden Age ..... DF
Hoppe, Arthur—The Innocent Bystander ..... CHR
Horowitz, David & D. Benarone—Book Reviews ..... WUP
Horowitz, David—Behind The Scenes At The United Nations ..... WUP
Horowitz, David—Travel-Tourism ..... WUP
Hosford, Bowen J.D.—Legal Eaglet Corner ..... MAB
Howell, Wayne—Wayne Howell's World ..... TSS
Hubbard, Kim—Abe Martin ..... NNS
Hughes, Lillian—About Your Home ..... EDC
Hughes, Lillian—Best Of Press ..... EDC
Hughes, Lillian—News Notes & Briefs & Smiles ..... EDC
Hughes, Lillian—News Notes Washington Notes ..... EDC
Hughes, Lillian—News Views ..... EDC
Hughes, Lillian—Sports Quiz ..... EDC
Hughes, Lillian—Who Knows? ..... EDC
Hulse, Jerry—Travel Column ..... LTWP
Hulse, Dr. E. Duane—Altar Stairs ..... HPS
Humanus, Amicus—Amicus Speaks On Life & Living ..... HUM
Humphreys, Harry—Ideas, Issues & Insights ..... PUB
Hunter, Beatrice Trum—Natural Living ..... SYN
Hunter, J. A. H.—Fun With Figures ..... SUN

Huntsinger, Polly—Childs Play ..... CNS
Hurb, Larry & Daley, Joe—Ad Libs ..... GFC
Hutch—Hutch at Random ..... AND

I

Iger, Jerry—Pee Wee ..... PF
Iger, S. M.—Bobby ..... PF
Ingoglia, Art—Wheels ..... ECS
Inlander, Maxine—Maxine ..... RTS
Interlandi, Frank—Below Olympus ..... LAT
Interlandi, Phil—Queenie ..... KFS
Irvin, Robert W.—Driver's Seat ..... NANA
Ishmael, Woodi—Power of Faith ..... APN
Ivey, Jim—Thoughts of Man ..... CTN

J

Jackson, Dorothy St. John—Your Handwriting Tells . CNS
Jackson, Rev. Jesse L.—Jesse Jackson At Large ..... BLP
Jacoby, Oswald & James—Win At Bridge ..... NEA
James, Lee—Sports Scene ..... SA-JLS
Jamieson, Jack—Your Antiques ..... TSS
Janeway, Eliot—Janeway Economic Service ..... CTN
Jans, D. V. M., Dr.H.P.—Pet Health ..... CNS
Jarvis, J.—Did You Know? ..... CSP
Jary, Wm. E.—Shop At Home ..... CA
J. E.—Doozies ..... FEU
Jermyn, Ann & George Adams—Home ..... DHJ
Jessee, Ernest F.—Gardener's Grapevine ..... LWF
Jessee, Ernest F.—Tele-Views & Ventures ..... LWF
Johns, Al—Spurgeon ..... UFS
Johnson, Ferd—Moon Mullins ..... CTN
Jolita—Little Eve ..... GFC
Jonahon—Astroday ..... CEN
Jones, Barbara S.—Merry Mixup ..... AF
Jones, Irwin—Gardening ..... DF
Jones, Jenkin Lloyd—An Editor's Outlook ..... GFC
Jones, Ralston and Frank Ridgeway—Mr. Abernathy . KFS
Jordan, Jenice—Homes Decorating ..... DF
Jordan, M.—The Jewish Future ..... INP
Joseph, Richard—Richard Joseph Column ..... CTN
Joseph, Thomas—Crossword Puzzle with Cryptoquotes. KFS
Juster, Harry—Look Smart ..... RTS
Justus, Roy, & Scott Long—Justus-Long ..... RTS

K

Kahn, J. Kestner—Pros & Kahns ..... AMW
Kaliff, Joe—Broadway Karikatures ..... AMF
Kaliff, Joe—DISCussion ..... AMF
Kaliff, Joe—It's A Cockeyed World ..... AMF
Kaliff, Joe—Karikature Karnival ..... AMF
Kaliff, Joe—Magic Carpet Over Broadway ..... AMF
Kalker, Phil—Over Broadway and Hollywood ..... AEW
Kalker, Phil—Portrait of An Athlete ..... AEW
Kalker, Phil—Reviewing The New Movies ..... AEW
Kalker, Phil—Reviewing The New Sport Books ..... AEW
Kalker, Phil—What's Doing in Sports ..... AEW
Kapel Saul, M.D.—Growth, Conflict and Hangups ... CTN
Karch, R. Randolph—Do It Yourself ..... KAR
Karnow, Stanley—Worldview ..... NRF
Karpin, Fred L.—Karpin on Bridge ..... CTN
Katz, Harvey—Give! Who Gets Your Charity Dollar .. DDS
Kaufman, Hal—Junior Whirl ..... KFS
Kaufman, Hal—Magic Spell ..... KFS
Kay, Princess—Women's World ..... TWN
Kay, Bob—Sports Crossword ..... SUN
Keane, Bil—Channel Chuckles Daily ..... RTS
Keane, Bil—Family Circus Daily ..... RTS
Keane, Bil—Family Circus Page ..... RTS
Keane, Bil—Family Circus Weekend ..... RTS
Kealser, John—By George ..... UFS
Keasler, John—John Keasler Column ..... MCN
Keate, Jeff—Time Out ..... PHS
Keister, Wm. E.—Support the Church ..... KEA
Keller, Reamer—Medicare ..... AD
Kelley, Wayne—Congressional Quarterly Service ..... CQ
Kelly, Jack—Advertising & Marketing ..... ICS
Kelly, Sandra—Sew What's New ..... UNP
Kelly, Steve & Selby—Pogo ..... PHS
Kennedy, Joice Lain—Career Corner ..... MCN
Ketcham, Hank—Dennis The Menace ..... PHS
Ketcham, Hank—Half Hitch ..... KFS
Key, Ted—Hazel ..... KFS
Kilgore, Al—TV Starscreen Puzzle ..... UFS
Killy, Jean-Claude—Skiing With Killy ..... NNS
Kilpatrick, James J.—A Conservative View ..... WSS
King, Billie Jean—Tennis Is King! ..... MED
Kinser, Betty W.—Stitching Witchery ..... CNS
Kinsolving, Lester—Inside Religion ..... NNS
Kinsolving, Lester—Our Man In The White House ..... NNS
Kirk, L. & N—Detectograms ..... KIR
Kirk, Norman—Poems ..... KIR
Kirk, Russell—To The Point ..... GFC
Kirsch, Robert—Robert Kirsch Column ..... LTWP
Kitman, Marvin—Marvin Kitman Show ..... LAT
Klampkin, Charles—How To Buy Major Appliances .. NNS
Kleiner, Dick—Ask Dick Kleiner ..... NEA
Kleiner, Dick—Dick Kleiner Hollywood ..... NEA
Kleiner, Dick, Joan Crosby—TV Scout ..... EF
Knapp, Richard—Star Chart ..... ESN
Knight, Jacqueline—Solunar Tables ..... RTS
Knox, Frances M.—Today's TV Programs ..... DIC
Knox, Frances M.—Movies & Sports on TV ..... DIC
Knox, Frances M.—Video Everyday ..... DIC
Knox, Frances M.—Video Everyweek ..... DIC
Knox, Frances M.—T.V. Preview ..... DIC
Knox, Frances M.—View ..... DIC
Knudsen, Donald H.—Elmer Stoon ..... SIE
Knudson, George—Golf Tips ..... SUN
Knudsen, Jim—Editorial Cartoon ..... CNS
Koch, Joanne & Lew—Family Lib ..... NEA
Kohler, Frank—Skillet Club ..... GFC
Kohlmeier, Louis—Kohlmeier Column ..... CTN
Koltanowski, George—Chess Master ..... GG
Kordel, Lelord—Eat & Grow Younger ..... SPE
Kordel, Lelord—Feel Young Again ..... SPE
Kordel, Lelord—Eat Your Troubles Away ..... SPE
Kordel, Lelord—Eat Up & Slim Down ..... SPE
Kordel, Lelord—Let's Live Longer ..... SPE
Kordel, Lelord—Make People Like You ..... SPE
Kordel, Lelord—Stay Alive Longer ..... SPE
Kornreich, Dave—Winning Tennis ..... NNS
Kotzky, Alex—Apartment 3-G ..... PHS
Kouse, Art—Life On Wheels ..... TLS
Koval, Ralph and Terry—Know Your Antiques ..... RTS
Kozelka, Art—Gardens & Queries ..... CTN
Kraft, Joseph—Washington Insight ..... PHS
Kreiling, Ernie—A Closer Look ..... HTR
Kreiling, Ernie—Hollywood Television Report ..... HTR
Kresse, Bill—Adam DiPetto—Double-Crossers ..... LAT
Kudlaty, Ed—Kudlaty Cartoon ..... NEA
Kuhn, Irene Corbally—It's My Opinion ..... CF

L

Ladewig, Marion & Don Carter—Bowling Tips ..... NNS
Laffler, William—Popular Records ..... UPI
Laing, Peter—Uncle Charlie ..... WSS-MIL
La Mar, Austine—Austine La Mar Fashion Patterns .. GFC
Lamb, Lawrence E., M.D.—Health Column ..... NEA
Lamb, Lawrence E. M.D.—The Private Life ..... NEA
Lambert, Eleanor—Eleanor Lambert's She ..... PHS
Lampert, Paul & Sybil—Crossroad Comment ..... TRP
Lampert, Paul—Traveler Intelligence ..... TRP
Landers, Ann—Ann Landers Column ..... PHS
Landers, Ann—Ann Landers ..... MIL
Landrey, W. G.—Concert Records ..... UPI
Lane, Bill—Hollywood Beat ..... WOR
Lane, Bill—In Living Color ..... WOR
Lane, John—Eye on Science ..... ESN
Lane, John—Lane Cartoon ..... NEA
Lane, Lydia—Hollywood Beauty ..... LAT
Lane, Mary—Americanamaze ..... WHI
Lane, Nancy—I Didn't Know That! ..... WOR
Lane, W. C.—Sam Scout ..... WOR
Lang, Andy—House of the Week ..... APN
Langell, Jerry—Idea Chaser ..... AF
Lansky, Bernie—Lansky's Look ..... UNP
Laramore, Dr. Darryl and Joyce—For Parents Only ... SUB
Larry—Larry's World ..... BPS
Lasky, Phylis—What's New In Foods ..... AEW
Lasky, Victor—Say It Straight! ..... NANA
Lassen, Kurt—Under Twenty ..... CF
Lasswell, Fred—Barney Google and Snuffy Smith ..... KFS
Laurent, Laurence—Laurence Laurent Column ..... LTWP
Lautens, Gary—Lautens Column ..... TSS
Lavin, Patricia—A Recipe For Communication ..... LAV
Lavin, Patricia—Communication Clinic ..... LAV
Lavin, Patricia—The Pen Is Mightier Than The Couch ..... LAV
Lawrence, Jim/Bill Crooks—Captain Easy ..... NEA
Lawrence, Linda—What's Your Problem? ..... RFS
Lazarus, Mel—Miss Peach ..... PHS
Lazarus, Mel—Momma ..... PHS
Leahrs, Kirk—The Pilgrims ..... NCF
Le Doux, Harold & Dr. N. P. Dallis—Judge Parker ... PHS
Lee, Bill—NBA Pro Forecast ..... MOS
Lee, Bob & Henri Arnold—Junior Jumble ..... CTN
Lee, Bob & Arnold, Henri—Jumble ..... CTN
Lee, Jeff—Adventure Postpaid ..... SA-JLS
Lee, Jeff—Bookshelf ..... SA-JLS
Lee, Laurie—Film Fare ..... WOR
Lee, Roberta—Household Scrapbook ..... WLG
Lee, Roberta—Modern Etiquette ..... WLG
Lee, Victoria—Your Horoscope ..... CNF
Leek, Stephen B.—Pedal Pushers ..... CEN
Leek, Sybil—Astrology—Today ..... BPS
Leek, Sybil—The Next Time Around ..... CEN
Lehmer, Larry—Rock Back ..... SGF
Leokum, A.—Tell Me Why ..... MIL
Leonard, John—Cyclops ..... NYT
Lerner, Max—Max Lerner Column ..... LAT
Lesem, Jeanne—Cooking ..... UPI
Lester, Father—The Moral Angle ..... CNS
Lester, Mary—Wine Diggity ..... CNS
L'Eveque, Andre F.—Around The World Contest ..... SF
L'Eveque, Andre F.—Count The Change Contest ..... SF
L'Eveque, Andre F.—Know Your State Contest ..... SF
L'Eveque, Andre F.—Ring It Rich Contest ..... SF
L'Eveque, Andre F.—Vision Contest ..... SF
Levin, Martin—The Phoenix Nest ..... APN
Levine, Atty. Paul—Balance of Justice ..... LEG
Levine, Atty. Paul—Legal Briefs ..... LEG
Levine, Atty. Paul—You Be The Judge ..... LEG
Levine, Samuel P.—Scents Of Humor ..... LEV
Levine, Samuel P.—Consumers' Dilemma ..... LEV
Levine, Samuel P.—The Consumer Wants To Know ... LEV
Levine, Vic—Business of Writing ..... SYN
Levinsohn, Sylvia A.—Current Crostic ..... NYT
Lewis, Barbara—Pop Scene Service ..... UFS
Lewis, Dan—With Dan Lewis ..... NANA
Lewis, Dan—T.V. Time Previews ..... UFS
Lewis, Larry—Campus Clatter ..... NEA
Lichty, George—Grin & Bear It ..... PHS
Liddle, Theron—Worth Repeating ..... RTS
Lieberman, M.D., E. James and Ellen Peck—Help .. CTN
Lindauer, Lois—The Diet Workshop ..... SUB
Lindheim, Leon—Coin-Wise ..... NNS
Liney, John and Don Trachte—Henry ..... KFS
Linkert, Lo—Peter Panic ..... BPS
Linkletter, Art—Women Are My Favorite People ..... DDS
Links, Marty—Emmy Lou ..... UFS
Lipton, Marvin—Current Events in the Classroom ..... TSS
Lish, Jacob C. & Dr. Marguerite S. Fogel—Family Forum ..... SUB
Livingston, J. A.—Business Outlook ..... PHS
Livingston, J. A.—Chess ..... SPS
Lockabey, Almon—Power and Sail ..... GFC
Lofton, Jr., John D.—John D. Lofton, Jr. ..... UFS
Logan, Walter—Men's Wear ..... UPI
Lohmann, Francis X.—Kanine Korner ..... KAN
Lokey, Lorry I.—Business Wire Newsletter ..... BUS
Long, Scott and Roy Justus—Justus Long ..... RTS
Lorsung, Tom—Photos ..... NCF
Louisa—Fashions ..... EDC
Louisa—Louisa's Letter ..... EDC
Love, Judy & Joanne Schriber—Stitchin' Time ..... NEA
Love, Philip H.—Love on Life ..... MCN
Lowman, Josephine—Why Grow Old? ..... RTS
Lowry, Betty—Family Travel ..... CIT
Loy, Damon & Dart Anthony—Las Vegas After Dark .. CEN
Loyd, Gene—Now! ..... RTS
Lucinda—Rated G. ..... NPS
Ludcke, G. L.—A Woman and Her Money ..... BEL
Ludcke, G. L.—The Human Side of Investing ..... BEL
Luehrs, Kirk A.—Jericho Jones ..... TFI
Luehrs, Kirk A.—Pilgrims ..... TFI-NCF
Luft, Herbert G.—Our Film Folk ..... JTA
Luks, Fred—Outdoor Guideposts ..... OUG
Lurie, Ranan—Lurie's Opinion ..... NYT
Lurie, Ranan—Mr. Politician ..... NYT
Lyman, Shelby—Chess Column ..... EF
Lynde, Stan—Rick O'Shay ..... CTN
Lyons, Eugene—Soviet World ..... NANA

M

Macklin, J.—Strange Destinies ..... BPS
MacCarl, Neil—Good Curling ..... TSS
MacLachlan, Rita—You Can Be Beautiful ..... MFS
MacLean, Don—Don MacLean ..... UFS
MacLean, Don—Microscoops ..... UFS
Macomber, Frank—Good News ..... CNS
Macomber, Frank—Motorways ..... CNS
MacNelly, Jeff—MacNelly Editorial Cartoons ..... CTN
MacPherson, Duncan—Macpherson Cartoons ..... TSS
Maddox, Gaynor—Maddox Column ..... NEA
Magila, Louis—Minit Doodle ..... AF
Magladry, Ray—Your Money ..... TSS
Magriel, Paul—Backgammon ..... CF
Mahan, Pat—Potomac Fever ..... RTS
Mallin, Jay—Eye On Cuba ..... CNS
Malino, Emily—Design For People ..... UFS
Manners, Dorothy—Hollywood ..... KFS
Manion, Marilyn—Marilyn Manion ..... AMW
Manos, George—Avolitanis ..... MCF
Manten, Dr. A. A.—Shaping The Earth ..... DWL
Manten, Dr. A. A.—Wonders of Nature ..... DWL
Marco, Count—Beauty And The Beast ..... CHR
Marcus, Jerry—Trudy ..... KFS
Marcus, Ruth—G. P. Jones, M.D. ..... CTN
Margolius, Sidney—For The Consumer ..... WNS
Markle, Robert J.—Trends and Conflicts ..... HER
Marks, Dorothy—Washington Women ..... WNS
Marsh, Dr. Eileen—Mother Nature Remedies ..... IDE
Martin, Marion—Dress Pattern Features ..... KFS
Martin, M. W.—Fact-O-Rama ..... MAR
Martin, M. W.—Medicalia ..... MAR
Martin, M. W.—Sign-O-Rama ..... MAR
Martin, Ted—Weatherette ..... SUN
Marylou—Clotheslines ..... LAT
Masson, Walter—Garden Column ..... MAS
Masson, Walter—Down To Earth ..... DOW
Matthews Kevin—Anagrams ..... UFS
Mattis, Bob—Hints For The Home ..... CTN
Mattson, Marie—Trip Tips ..... MAT
Mauldin, Bill—Mauldin ..... PHS
Maver, Alan—Sports Cartoons ..... KFS
Maxwell, Rod—The Hawk ..... PF
Maxwell, Stan—Business Review ..... COR
May, Antoinette—Single By Choice ..... CEN
Mayer, Dr. Jean—Food For Thought ..... CTN
Maynard, Joyce—Looking Back ..... DDS
McArthur, Jack—Finance ..... TSS
McBride, Michael H.—Heritage of The American Businessman ..... HER
McCabe, Charles—The Fearless Spectator ..... CHR
McCarthy, Fred—Brother Juniper ..... PHS
McCombs, Julia C.—Sew Biz ..... COE
McConnell, Harold—The Traveler ..... CNS
McCoo, Dr. Wayman—Your Medicine Chest ..... WOR
McCormack, Patricia—Woman's World ..... UPI
McCormick, Tom & Les Carroll—Our Boarding House .. NEA
McDougal, Susan—Susie Mac ..... UFS
McDowell, Julia—Histo-Graphics ..... CFI
McElhattan—Cartoons ..... AMW
McFeatters, Dale—Strictly Business ..... PHS
McGinnis, Sonia—Astro-Analysis ..... MGN
McGovern, Bob—Editorial Cartoon ..... NCF
McGrath, Mary—Liberated Woman ..... UFS
McGrory, Mary—Mary McGrory Column ..... WSS
McIntyre, Dave—Front Row ..... CNS
McLaren, Fred—Thornsby ..... NNS
McLeod, Robert Emmett—Book Reviews ..... FEA
McQueen, Kate—Common Cents ..... ASI
McWhirter, Norris & Ross—According To Guinness ..... UNP
Means, Marianne—Marianne Means' Washington ..... KFS
Meltzer, Bernard—Meltzer on Real Estate ..... PHS
Mengenhauser, Jane—Kitchen Sampler ..... KSS
Merrell, Jesse H.—Religion and the Times ..... MER
Merrell, Jesse H.—Washington Welter ..... MER
Messick, Dale—Brenda Starr ..... CTN
Metzger, Ph.D., Peter H.—Science Critic ..... ESN
Meyer, Bruce—Rock Music ..... UPI
Meyer, John—Canadian Business Report ..... TSS
Meyerson, Bess—Listen Bess ..... CTN
Michels, Marcia—Broadway Vignettes ..... AMF
Michels, Marcia—TV From A Woman's Viewpoint ..... AMF
Michels, Marcia—Video Vignettes ..... AMF
Midura, Edmund M.—Stamps Are Fun! ..... MID
Midura, Edmund M.—Trivia Test ..... MID
Mikkelsen, Dahl—Ferd'nand ..... UFS
Millar, Jeff—Tank McNamara (Daily & Sunday) ..... UNP
Millar, Mel—Bob Botch ..... AND
Millar, Mel—Betty Botch ..... AND
Miles, John—Perkins ..... RTS
Miller, Dean C.—Business World ..... UPI
Miller, Eugene—Your Medicare ..... MLN
Miller, Frank D. V. M.—The Wonderful World of Animals ..... CHR
Miller, Irma Ganz—Etc. & P.S. ..... SA-JLS
Miller, Irma Ganz—Sports . . . Postpaid ..... SA-JLS
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Taylor, Henry J.—Henry J. Taylor ..... UFS
Taylor, Lillian—Why Be Bored! ..... TAY
ter Horst, J. F.—Washington Report ..... NANA
Teresa, Vincent—My Life In The Mafia ..... DDS
Thaves, Bob—Frank and Ernest ..... NEA
Thatcher, George—Inspector Dayton ..... PF
Theroux, Albert—New York Today ..... NEW
Thesken, Joseph—Center Stage ..... CNS
Thimmesch, Nick—Nick Timmesch Column ..... LAT
Thomas, Bill—Man to Man ..... CF
Thomas, Edward S.—Nature ..... DF
Thomas, Edward S. & John Hazlett—Naturebug ..... DF
Thomas, Helen—Backstairs at the White House ..... UPI
Thompson, Ruth—Better Living Guide ..... DIC
Thornton, Robert F.—Nit Wit ..... THF
Thosteson, Dr.—To Your Good Health ..... MIL
Thosteson, Dr. George C.—To Your Good Health ..... PHS
Tiajcliff, Y. L.—Have You Met? ..... NPS
Tiede, Tom—Tiede Washington Column ..... NEA
Tippit, Jack—Amy ..... RTS
Tobe—Tobe Says ..... PHS
Tobin, Don—The Little Woman ..... KFS
Tobin, Riv—Rights 'n' Wrongs ..... CNS
Trachte, Don & John Liney—Henry ..... KFS
Trag, W.—Drawing Is Fun ..... BPS
Trainer, M.D., Joseph—The Marriage Doctor ..... STT
Trevino, Lee—Trevino ..... RTS
Trexler, Pat—Pat's Pointers ..... PHS
Trinidad, Corky—Corky Editorial Cartoon ..... LAT
Trim, Hal—Trim's Arena ..... UNP
Trogdon, Ted—Tickle Box ..... HUH
Trudeau, Garry—Doonesbury (Daily & Sunday) ..... UNP
Truman, Rev. Lee—Let's Talk ..... CNS
Tully, Andrew—Capitol Fare ..... MCN
Tuomey, Douglas—Homeowners' Money Savers ..... GFC
Turner, Dick—Carnival ..... NEA
Turner, John—Book Notes ..... ECS
Turner, Morrie—Wee Pals ..... KFS-LLS
Twombly, Wells—Wells Twombly on Sports ..... NNS
Tyler, Gus—Gus Tyler ..... UFS

U

Uluschak, Edward—Uluschak ..... MIL
Unitas, Johnny & George Dintiman—Champion Athlete ..... CEN
Unwin, James—Sandy ..... HPS

V

Valentine, Val—Signs of The Times ..... CTN
Van Buren, Abigail—Dear Abby ..... CTN
Van Campen, A. J.—Let's Ask the Bible or Truth for Today ..... GLS
Van Cleave, Kit—Women Today ..... WOM
Van Dellen, M.D., T. R.—How to Keep Well ..... CTN
Vanderbilt, Amy—Amy Vanderbilt's Etiquette ..... LAT
Vanderbreggen, Cornelius—Bible Questions Answered ..... AMW
Van der Linden, Frank—Frank Van der Linden ..... UFS
Van Horne, Harriet—Harriet Van Horne Column ..... LAT
Varney, Carleton—Your Family Decorator ..... AD
Vasquez, Danilo—Latinoamerican Features ..... AMU
Vaughan, Bill—Senator Soaner ..... NANA
Vaughan, Bill—Vaughan at Large ..... UFS
Vega, Roger—Aladdin's Lamp ..... GFC
Verigan, Bill—Sportin' Life ..... NANA
Vermeer, Al—Priscilla's Pop ..... NEA
Von, Gene—You Can Fix It ..... WLG
Von Hoffman, Nicholas—Nicholas Von Hoffman ..... KFS
Vorspan, Albert—Mazel Tov! You're Middle-Aged ..... DDS

W

Wagner, Phillip—Wagner Editorial Column ..... WAG
Wakefield, Jeff & Carol—Bubblegummers ..... SUN
Waldens, The—Heartline ..... PHS
Waldner, Francesco—Horoscope ..... MIL-ITP
Walker Katherine B.—Indoor Gardening ..... PHS
Walker, Mort—Beetle Bailey ..... KFS
Walker, Mort and Dik Browne—Hi and Lois ..... KFS
Walker, Mort—Boner's Ark Addison ..... KFS
Walker, Ronald—Your National Parks ..... CNS
Walker, Sherman—Stars Above ..... LAT
Walpole, Ellen—Ask Andy ..... CHR
Walsh, D.—Junk or Treasure ..... TWN
Walters, Ned—Travel Time ..... ICS
Walton, Bob—A Time To Live ..... UNP
Ward, Barbara—Progress of Peoples ..... NCF
Warner, Denis—Denis Warner Column ..... RTS
Warren, L. D.—L. D. Warren Editorial ..... MCN
Warren, Ross—New Jersey Report ..... GSM
Wasserman, John—The Rhythm Section ..... CHR
Watt, Douglas—Theatre Letter ..... CTN
Watts, John T.—Mainly For Seniors ..... CNS
Weaver, Peter—Mind Your Money ..... KFS
Weber, Bob—Moose Miller ..... KFS
Weber, Dick—Bowling At Its Best ..... GFC
Webster, H. T.—Webster Classics ..... SM
Weiss, Julius—International Adventure (Numismatic) ..... WEI
Weiss, Julius—International Adventure (Philatelic) ..... WEI
Weiss, Julius—Stamp News From America ..... WEI
Weiss, Morris—Mickey Finn ..... MCN
Weiss, Rube—Around Town ..... BLA
Weiss, Rube—Hospital Quips! ..... BLA
Weiss, Rube—It's A Laugh ..... BLA
Weiss, Rube—Josh Billings Sez ..... BLA
Weiss, Rube—Legal Laffs ..... BLA
Weiss, Rube—Live'n Laff ..... BLA
Welch, Dr. William—Alvarez & Welch Med. Cl. ..... RTS
Welles, Robin—World of Music ..... CNS
Wells, Marion—Health's-A-Poppin ..... CNS
Werner, M.D., Arnold—The Doctor's Bag ..... CPS
Werner, Joe—Consumer Fraud—Don't You Be Cheated! ..... WER
West, Hollie I.—Rythm Mode ..... LTWP
West, Dick—The Lighter Side ..... UPI
West, W. R.—ESF Challenge Maze ..... ESF
Westell, Anthony—Westell Report ..... TSS
Westley, John J.—On The Wire ..... DIS
Westley, John J.—Your Camera ..... DIS
Whatley, James—MD ..... ITP
Wheeler, Laura—Needlecraft Pattern Features ..... KFS
Whipple, W.—There Oughta Be A Law ..... UFS
Whitaere, Donald—Curious Facts About Animals ..... CFF
Whitacre, Donald—Curious Facts ..... CFF
White, Barbara—Coin Counting ..... NUM
White, Barbara—The World of Coins ..... NUM
White, George G.—Travel News & Notes ..... FEA
White, Leo—Little People's Puzzle ..... UFS
White, Leo—Sportspot ..... STT
White, Leo—TV Starscramble ..... WHI
Whitestone, Bruce—Bruce Whitestone ..... DWL
Whiting, Jim—Li'l Ones ..... GFC
Whiting, Jim—Wee Women ..... GFC
Whitman Roger C.—First Aid To The Ailing House ..... UFS
Wicks, Ben—Ben Wicks Cartoon ..... SUN
Wicks, Ben—Wicks Editorial Cartoon ..... LAT
Widener, Alice—Alice Widener ..... USA
Wieghart, Jim—Capital Stuff ..... CTN
Wilder, Don—American Alley ..... CTN
Wilder, Stella—Your Birthday ..... UFS
Wilder, Stella—Your Stars This Week ..... UFS
Wiley, Nan—Let's Ask the Cook ..... RTS
Wilkens, Emily—A New You ..... KFS
Wilkins, Ed.—Did You Know ..... CNS
Wilkins, Roy—Wilkins ..... RTS
Wilkinson, Charlotte—Your Fashion Image ..... YFI
Will, George F.—George F. Will Column ..... WPW
Williams, D. C.—Better English ..... WLG
Williams, Margaret—Travel—Let's Go ..... EPS
Williamson, Al and Archie Goodwin—Secret Agent Corrigan ..... KFS
Williamson, Mel & George Ford—Walk On ..... CTN
Williamson, Porter—Public Contacts ..... MSC
Williamson, Porter—The Constitution ..... MSC
Wills, Garry—Outrider ..... UNP
Wilson, Earl—It Happened Last Night ..... PHS
Wilson, Gahan—Gahan Wilson Sunday Comics ..... RTS
Wilson, Ray—On Broadway ..... NEW
Wilson, Ray—Tips On Tables ..... NEW
Wilson, Ray—Today In New York ..... NEW
Wilson, Richard—Interpretive Report ..... RTS
Wilson, Tom—Ziggy (Daily & Sunday) ..... UNP
Wingert, Dick—Hubert ..... KFS
Winter, Ruth—YOU ..... LAT
Winship, Beth—Ask Beth ..... LAT
Wirth, Cliff—The Home Team ..... CEF
Wohl, Jack—Pixies ..... UFS
Wolf, Earle—Editorial Cartoon ..... NCF
Wolfe, George—Pops ..... SM
Wolfston, Jack—Boating ..... UPI
Wood & Boyd—Editorial Cartoon ..... MGN
Wood & Boyd—Editorial Strip Cartoon ..... MGN
Wood & Boyd—Humorous Cartoon ..... MGN
Wood, Gus—Bible Quiz ..... MGN
Wood, Gus—Church Page Feature ..... MGN
Wood, Gus—Fillers ..... MGN
Wood, Gus—Legal Briefs ..... MGN
Woodard, James M.—Open House ..... CNS
Woodman, D. K.—Memo to Caesar ..... HPS
Workman, Elbert—Find-A-Quote Acrostic ..... ESF
Wright, Dick—Caricature Service ..... LAT
Wright, Don—Wright Editorial Cartoon ..... WSS
Wright, Doug—Doug Wright ..... MIL
Wyden, Barbara W.—Today's Parent ..... NYT
Wykert, John—Insight ..... NANA
Wyse, Lois—A Day of Love ..... LAT

Y

Yarnell, Helen—Fashion Trends ..... AUN
Yarman, Betty—Family Finance ..... WNS
Yates, Bill—Professor Phumble ..... KFS
Yoakum, Robert—Another Look ..... LAT
Yoder, D. L.—Church Forum ..... INR
Yoder, D. L.—Do You Know ..... INR
Yoder, D. L.—Our Preacher Says ..... INR
Yoder, D. L.—Sermonograms ..... INR
Yoder, D. L.—The Better Way ..... INR
Yoder, D. L.—The Church Invites You ..... INR
Yoder, D. L.—Wit and Wisdom ..... INR
Yoder, D. L.—World Religious News ..... INR
Yoes, Ralph—Editorial Cartoon ..... CNS
Yost, Ambassador Charles W.—Yost Column, Charles W. ..... FRY
Young, Dean and Jim Raymond—Blondie ..... KFS
Young, Dick—Young Ideas ..... CTN
Young, James R.—Tim Tyler's Luck ..... KFS

Z

Zahn, Bob—Bigg's Business ..... CEN
Zschiesche, Robert D.—Zschiesche's Editorial Cartoons ..... KFS

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A great new editorial cartoonist, 3 per week.

HERB CAEN — SAN FRANCISCO ☐
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THE RHYTHM SECTION — POP MUSIC ☐
John Wasserman—The pop music scene today. Once a week.

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Merle Ellis makes the most of your meat money, once a week.

OLGA KNOWS — HOROSCOPE ☐
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ON LOCATION — MOVIES ☐
"The World of Screen Stars" by William Otterburn-Hall, once a week.

Chronicle Features

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THE DROPOUTS
by Howard Post

EB & FLO
by Paul Sellers

DOCTOR SMOCK
by George Lemont

FERD'NAND
by Dahl Mikkelson

GORDO
by Gus Arriola

NORBERT
by George Fett

FOR THE VERY BEST IN COMICS

MIXED SINGLES
by Brown & Casson

NANCY
by Ernie Bushmiller

GINGER
by Orla Getterman

HEALTH CAPSULES
by M. Petti, M.D.

PEANUTS
by Charles M. Schulz

THE GOOD OLD DAYS-
ANTIQUES FAIR
by Erwin L. Hess

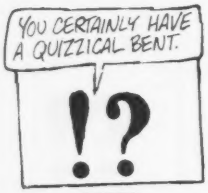
EMMY LOU
by Marty Links

LIFE'S LIKE THAT
by Fred Neher

THE BOSLEYS
by John Stees

ZODY
by Marv Myers

TARZAN
by Edgar Rice Burroughs



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SPURGEON
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UNITED FEATURE SYNDICATE

220 East 42nd Street, New York, N.Y. 10017, (212) 682-3020

Women are sent to train buyers of photosetters

The VariTyper division of the AM Corporation in East Hanover, N.J., has a scheme that will not only help its customers teach newspaper plant personnel the in's and out's of phototypesetting equipment, but generate good public relations as well.

The plan involves a corps of 50 female Customer Relations Representatives (CRR's), who are stationed across the country in major cities to help VariTyper customers with any problems they may encounter. The idea is similar to many launched by major food and drug manufacturers, i.e. Hanes' staff for its L'eggs hosiery.

Last week 23 of them—in their 20's and early 30's—came to the home office plant in East Hanover, N.J., for in-depth sessions on the new Edit/Set Terminals. They speak in highly technical jargon and appear pleasant and interested in their work.

They came from Chicago, San Francisco, Denver, Houston, Los Angeles, Memphis, Atlanta, Washington, D.C., New York, Boston—and all over. There were blondes, brunettes and redheads in everything from miniskirts to slacks.

Some cover large districts. For instance, Nancy Lackey, Denver, has 1800 miles—from Utah to Texas—including nine states. And she's no newcomer to the field, working with technical press equipment for 4½ years. She mentioned the *Montrose* (Colo.) *Daily Press*, which started out with two older phototypesetters. "But recently the machines were firebombed, and we acted fast, brought in the new AM 748 demonstrator. The operator had never seen it before, and with my help, he sat at the keyboard and immediately performed the more complex functions in setting ads."

Tinka Grahovac lives in Memphis, and covers Tennessee, Arkansas, Mississippi and Missouri. She has been with the company five years. "I like the idea that I can go to St. Louis one day and then later to Pocohontas, Ark., and the people are all entirely different." In her home state of Tennessee, there are 104 dailies and weeklies. VariTyper equipment is in 56 of the newspapers and Miss Grahovac has visited all but 10 of them.

Sandy Fields handles the Chicago area and says the VariTyper equipment appeals more to weeklies in her area. She works with foreign language newspapers as well, training personnel on equipment that sets in Serbian, Czech and Spanish.

Minnie Schonewelle, from Canada, speaks five languages. Her knowledge of French, German and Dutch is particularly helpful with installation and training at newspapers getting VariTyper machines, according to coordinator Jay Poelman.

Of those at the training sessions, he said three of the women have had 10 to 15 years of experience and nine have had 5 to 10 years and the rest from about one to three. "They are a vital link to training of our own people too," said Poelman. Some started as secretaries and some of the CRR's are also sales representatives now.

Sometimes they go out in the field with the salesmen; other times the women are on their own. VariTyper's "follow-up" is considered to be the only one so extensive in its field.

"At the beginning we come in from three to five days, then we come back later. We give good backup support," says Miss Lackey.

David A. Dineen, director of marketing services, says the women don't just cover newspapers, but work with anything having anything to do with typesetting. At the papers, they primarily deal with operators and shop foremen. Miss Grahovac says she even works with record companies who use the equipment for labels.

VariTyper is reaching world-wide. George Foushi, supervisor of software for marketing, works on specifications and recently trained 16 typesetting specialists in Brussels. He gave a highly technical presentation to the women at the training session on the Storan Modular Software after they took a test on the Edit/Set.

Correction

In the July 13th issue of E&P the *Daily Register* of Shrewsbury, N.J. was credited with having the first Goss Cosmo press. The Daily Register has the first substructured Cosmo press. the *Kenosha* (Wis.) *News* installed the first Cosmo press.

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Contact Frederick Currier or Dr. Barbara Bryant at 313 963-2414 for further information.

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Audio supplements can boost ad profits locally and nationally

By Robert Angus

Last year, an estimated 42 dailies published special home entertainment or high fidelity supplements. This year, the figure may top 400.

The reason: Phenomenal success over the years of audio sections in the *Los Angeles Times*, the *Denver Post*, the *Philadelphia Daily News*, the *Colorado Springs Sun*, and the *Pasadena Star-News* among others. Another strong reason: The dynamic growth of the high fidelity component industry in the past five years.

20% growth

"During that period, the industry has experienced an annual growth rate of 20 percent a year," Richard Ekstract, publisher of *Consumer Electronics* Magazine observes.

"At retail, that means more high fidelity equipment was sold last year than photographic equipment—yet many newspapers in the U.S. regularly publish columns and pages on photography."

Another way of measuring interest in high fidelity among consumers is by examining circulation figures of the half dozen or so special-interest magazines serving the audio hobbyist.

At the end of last year, total circulation of audio magazines was 829,000 and growing. The circulation of hobbyist photography magazines barely topped one million (the actual figure is 1,061,000) while only some 100,000 readers purchased magazines dealing with stamp collecting, another hobby regularly featured in newspapers.

"If there's any doubt about the growth of hi-fi," Ekstract continues, "you have only to check the advertising any Sunday before Christmas in papers like the *Dallas News*, the *Miami Herald*, or the *Chicago Tribune*."

High fidelity started as a cultist hobby in the years immediately following World War II. During the 50's and most of the 60's, it was considered a small part of overall home entertainment business—then dominated by color tv, consoles, transistor radios.

But, since 1970, sales of consoles and phonographs plummeted downward while hi-fi component systems sales jumped. As black and white tv became old-hat, the tape cartridge and cassette became important entertainment media for teenagers and adults.

The component customer of the 1950's was a middle-aged hobbyist regarded by most journalists more as a subject of fun than as a potential customer. The average purchaser of audio equipment, today, is more likely to be a young adult who selects components because he or she finds them trendy or "because they give me better sound." The rapidly changing patterns of audio retailing has made it impossible for many newspapers to keep track of what's happening.

Industry problems

For example, a problem within the industry has been the antipathy of component retailers for the manufacturers of so-called "packaged" audio equipment—i.e. consoles and phonographs. So, two years ago, a New England daily put together a Sunday hi-fi supplement paid for almost entirely by component retail advertising.

For its editorial package, the editor dipped into manufacturers' press kits for new product announcements. Result: Cool reception when the paper announced last year's section. Problem: Poor editorial.

High fidelity supplements first began appearing in the mid-1960's. One of the oldest is the one published by the Denver Post's *Empire* Magazine. Its editor, John Buchanan, won an award in a nationwide contest last year for the best audio newspaper supplement sponsored by Kess Corporation.

Probably the most profitable of them all was the Philadelphia Daily News' sound section, published four times a year and sponsored by the Delaware Valley High Fidelity Dealers' Association. The association was organized by the News' ad manager Ed Gorak, who built the section to 52-56 pages at Christmas-time.

"The trick is putting together a good section," Gorak notes. "It must be filled with really good editorial. You can't just string together a bunch of new product releases and press handouts. You've got to relate the editorial to the reader and to the retailer who's paying the bill."

As a result, much of the Philadelphia News' editorial dealt with basics—how to buy, how to understand the language of hi-fi, how to budget, how to make good tape recordings.

"I get pitched by dozens of newspaper representatives each year for advertising in their audio sections," New York advertising executive Louis Goldberg said. Goldberg's agency, Frank Barth Associates, handles several key audio accounts.

"Before we go into any of them I want plenty of information about what the editorial package is going to be. I'm much more concerned that it provide useful information to the average reader than that my clients be mentioned. One of the things I usually check out is who's going to prepare the editorial, and what his or her qualifications are," Goldberg said.

N.Y. News supp

When the New York Sunday News planned to produce its first home entertainment section two years ago, editor Sherward Hagerty surveyed his staff to find out who knew the most about audio to produce the section. "I realized that we didn't have anybody on staff who knew the field. I could have assigned a reporter to it, and the reporter could have spent a couple of weeks familiarizing himself with audio. It made more sense to me to hire an outside expert specializing in high fidelity journalism, and let him produce it."

The growth of local, regional, national audio chains has stimulated sale of retail audio advertising. There are two more or

(*Continued on page* 28)

Editor's Note: Robert Angus is an audio writer who was hired as outside consultant by the *New York News* to prepare its supplement. He has written for audio supplements of the *San Francisco Chronicle*, and *Chicago Tribune* and he produced a package for syndication by the New York News-Chicago Tribune Syndicate. Angus has been editor of the trade newspaper *Audio Times*, and of *Modern Hi-Fi and Stereo Guide* for the past five years. He is also audio editor of *Penthouse* and *Viva* Magazines.

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Guild conference

(*Continued from page* 11)

mums, or $367 per week, and at least $275 for the top minimum of any other classifications, according to a collective bargaining committee report. It was adopted by acclamation.

But too many Guild settlements have reversed the cost-of-living escalator clause—building pay cuts infringe on the contracts before they begin to restore cost-of-living increases, the report said. The IEB contracts committee has been withholding approval of many cost-of-living escalator clauses that do not trigger fast enough, and will continue to insist that they fully compensate for cost-of-living rises. The collective bargaining committee leaves to the forthcoming wage conference the matter of fitting escalator clauses into wage goals or bargaining approaches.

The report recommended that in each negotiation, benefits being paid to those who have retired should be increased if they are inadequate, taking into consideration changes that have occurred in the cost of living as well as the relation of the retiree's benefits to current wage levels.

Another item was a "standards of speed and accuracy" section which recommended that locals should seek protection that employers not be permitted to establish standards of speed and accuracy in the use of new types of equipment, and that proficiency in the use of such new equipment not be the basis for assignment of employees to such equipment.

Members also recommended that increased efforts be made to achieve protection against dismissals resulting from introduction of automation and other new methods, with notice to the Guild in writing of such introduction and job retraining at employer expense.

Locals should seek management agreement to fully abide by all regulations covering new equipment in order to maintain continuous governmental standards, and to conduct regular monitoring of such equipment with results of monitoring to be made available to the Guild at regular intervals.

The Guild at the end of its most recently completed fiscal year had a net worth of almost $1,750,000, an increase of $90,000 from the net worth one year earlier. The basis for this is the healthy condition of the International Defense Fund.

By resolution the Guild joined the Puerto Rico local in opposing the confirmation of Victor A. Torruellas as a judge of the U.S. District Court for the District of Puerto Rico.

The resolution said Torruellas has been for many years labor counsel to many corporations in Puerto Rico, including the newspapers El Mundo and El Imparcial.

Star-News sale

(*Continued from page* 12)

The advertising trend increased losses last year to $6 million.

Efforts to increase Star-News readership were perceived when the decision was made in May of this year to publish the Saturday edition in the morning. This was coupled with new weekend sales promotions.

Financial problems have irked the Star-News for the last few years. But even before the seventies, there was a fall from its past front-running position. The Washington Post acquired the *Washington Times-Herald* in 1954. It then went on to surpass the Star-News in circulation and advertising with its morning monopoly.

Star broadcasting properties have been stronger than the newspaper. WMAL-tv is considered a top-rated American Broadcasting Co., affiliate; WMAL-am is a dominant radio station in the area and WMAL-fm has built a strong audience with rock music.

The broadcast interests have all been profitable according to the FCC, except for the Lynchburg, Va. stations.

Most recent profit figures show broadcasting operation earned more than $1 million in 1968, up from the previous year's figure of $979,000, on total assets of under $8 million. In 1972, the figure rose to just over $9 million.

The Broadcasting and other properties had been acquired by the old Evening Star Newspaper Co. over a number of years. Establishment of the holding company—Washington Star Communications, with separate newspaper and broadcasting subsidiaries was approved in early 1972.

Sears chops tv spots by $1 million

Despite announcements by two New York-based retailers who have decided to invest large lumps of cash in tv spots, Sears, Roebuck and Co. in Chicago has decided to trim its tv ad budget by a hefty $1 million in New York alone.

According to a six month report by the Broadcast Advertisers' Report, the company has decreased spots from 1,229 to 640 for January through June, approximately a 50% reduction. Sears estimated ad expenditure for national is $215 million, half of which goes to catalogs. Retail ads in newspapers (non-national) is about $200 million.

Post-Dispatch gets reader's advocate

The *St. Louis Post-Dispatch* has established its own reader's advocate to deal with criticism, suggestions from the public, according to an edition this week.

William E. Bransted, 60, has been named to the post. He has spent 27 years with the paper as a copy editor, picture editor, Sunday picture supplement editor and a news editor.

The St. Louis daily said the advocate will be similar to a 'political ombudsman.' Charges of unfairnesss or inaccuracy in news articles or heads will be checked.

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news-people

AL BEX, circulation-promotion manager for the *Las Vegas Review-Journal*—named circulation manager, succeeding MEL WAGNER, recently named circulation director, and circulation consultant for Donrey Western Newspaper Division.

* * *

KARL KAYE, home delivery manager of the *Portland* (*Ore.*) *Community Press*—to circulation manager of the *Kanehoe* (Hawaii) *Sun Press*.

* * *

ALVIN BENN, news editor of the *Decatur* (Ala.) *Daily* for seven years—named managing editor of the *Natchez* (Miss.) *Democrat*.

* * *

SUSAN CLARK, special section editor of the *Niagara* (N.Y.) *Gazette*—appointed Family News editor, replacing JOAN FRASER, who was promoted to assistant city editor. LAURA WINCHESTER, former political reporter— to copy editor of the Gazette and JAMES W. DORNAN, acting telegraph editor—named to that position permanently.

* * *

JACK DAVIS, former editor and general manager of the *Winchester* (Va.) *Star*—appointed by Gov. Mills E. Goodwin of Virginia to head that state's new Department of Corrections.

* * *

NELSON FISHER, turf editor, *San Diego Union*—retired July 5.

(Advertisement)

City of Edmonton Business Development Announces

Stephen R. Collier

Leo Le Clerc, co-ordinator of the Business Development Department, City of Edmonton announces the appointment of Steve Collier as Publicity Officer for the Business Development Department.

A former resident of Montreal, Mr. Collier began his business career as a writer and photographer with a daily newspaper. He moved to Shell Canada Ltd. in Montreal into the Industrial Relations Department and in-house publication.

He comes to the city from Canadian Pacific Ltd., Montreal, where he was in the Public Relations Department and obtained valuable experience involving CP Rail, CP Ships, CP Air, CP Hotels and CP Express.

With the City of Edmonton Business Development Department, he will be responsible for Publicity, the Edmonton Report, and will work with the media outside of Edmonton.

BOB COLVIN, former *Daily Oklahoman* sports reporter—resigned to become press secretary for U.S. Rep. Clem McSpadden, candidate for governor.

* * *

HAROLD E. MARTIN, editor-publisher of the *Montgomery* (Ala.) *Advertiser-Journal*—elected to the Southern Baptist Convention radio-tv commission.

* * *

JAMES E. MURPHY, 69, retired associate editor, *Springfield* (Mass.) *Union;* July 1. He had been with the morning daily 41 years, retiring in 1968.

* * *

FRED O. WESSEL, publisher of the *Frederick* (Okla.) *Press*, retired July 1 and will complete a book, "Oklahoma Yesterday and Today" . . . JOE MILLER, formerly of Pauls Valley and Stillwater newspaper advertising staffs, will succeed Wessel as Press publisher.

* * *

HIRAM E. JACKSON, Jr., artist for The Copley Press, Inc.— retired July 5 on his 65th birthday after a career of 35 years.

* * *

WILSON Z. VAIL, on retail advertising staff of the *Bridgewater* (N.J.) *Courier-News*—promoted to general advertising manager. SHIRL SHORT, community service director—named to the new post of education coordinator. ROBERT J. WEIL, an ad selesman—appointed community service director and will be in charge of all promotion for the Gannett paper.

* * *

JOAN BUNKE, editor, Picture magazine of the *Sunday Des Moines Register*—named to editorial-page of *Register* and *Tribune*. ROBERT ASBILLE, assistant sports editor, succeeds her in the magazine position.

* * *

WAYNE FUSON, sports editor of the *Indianapolis News*, will be inducted into the Indiana Football Hall of Fame on August 2.

* * *

FREDERICK H. W. JAEGER, composing room foreman, *Ann Arbor* (Mich.) *News*—promoted to the new position of production manager.

* * *

BOB BENSON, operations director of KGO, San Francisco—named manager editor of Associated Press Radio, which begins operations in the fall. EDWARD J. DEFONTAINE—named assistant managing editor and GEORGE MAYO, chief of communications. Both have been with the Westinghouse group of stations, DeFontaine as foreign news editor in London and Mayo as chief engineer in Washington.

* * *

HOWARD SWINDLE, 28, investigative reporter for the *Lubbock* (Tex.) *Avalanche-Journal*—cited by the State Bar of Texas for the best trial story in major Texas dailies during 1973. The presentation included a $250 cash award and plaque.

DESCRIBED AS HAVING the mind of an attorney and the heart of a journalist, A. M. Herman, (right) legal counsel for the Fort Worth (Tex.) Star-Telegram receives the Distinguished Service to Journalism Award of the Fort Worth Chapter of the Society of Professional Journalists from Phil Record, president of the chapter and city editor of the evening Star-Telegram.

DAN BUTLER, former publisher of *Trenton* (Ont.) *Trentonian*—named publisher and general manager of *Moose Jaw* (Sask.) *Times-Herald*, replacing RAY GUAY, who resigned for personal reasons.

* * *

ROBERT N. WOODRUFF, general credit manager of the Oregonian Publishing Co., Portland, Oregon—appointed chairman of the National Association of Credit Management's public relations committee for 1974-1975.

* * *

RICHARD D. HEFFNER, communications consultant, and university professor of communications and public policy at Rutgers University—named chairman of the rating board of the Motion Picture Association of America Inc.

* * *

JOHN F. FEARING, 27, assistant public service and promotion director of Gannett's Huntington, W.Va. newspapers—named promotion manager of the *Niagara* (N.Y.) *Gazette*.

* * *

TERE C. PASCONE, a copy editor on the suburban desk of the *Bridgeport* (Conn.) *Post* as well as feature writer—chosen by the Amita national organization as one of 12 recipients of the "Golden Lady Award" given to women of Italian lineage for achievements in various categories.

* * *

DON NORKETT, *Newsday*—elected president of the Press Photographers Association of Long Island Inc.

* * *

HAROLD H. MARTIN, 36, UPI's Lisbon, Portugal manager—named regional executive for New Jersey.

* * *

RON CICHON, sales manager for Miami's Community Newspapers, South Miami, Fla.—named general manager of the group of 12 papers.

in the news

DISHING OUT NEWS—Reporters Lisa Ellis of the *Petersburg* (Va.) *Progress-Index* and Elaine Shawkey of the *Hopewell* (Va.) *News* covered the National Park Service "Living History" training program at Petersburg National Battlefield. Camp cooking is one of the aspects of Civil War life that Park Service workers demonstrate to National Park visitors in eight Eastern states this summer.

WILLIAM RICHARDS 2ND., assistant city editor, the *Daily Journal*, Elizabeth, N.J. —named suburban editor, succeeding DOUGLAS BAILEY, a Journal employe for 40 years who died June 12. FRANK BRILL JR., a Journal reporter and recently associate editor of the *News of Delaware County*, Upper Darby, Pa.—named assistant city editor.

* * *

JAMES E. JARVIS appointed promotion copy chief at the *New York Daily News*. ALBERT LEUTWYLER named promotion art director. Both are newly created positions.

* * *

GILBERT VELASQUEZ—to assistant export manager of nuArc Company, Inc., Chicago.

* * *

GRAYDON DECAMP, politics writer, *Cincinnati* (O.) *Enquirer*, to assistant city editor replacing JOHN CHACE, new suburban team co-ordinator. STEVE WILSON, Lawrenceburg, Ind. bureau chief, moved to the politics writing post.

* * *

PEGGY KATALINICH, copy editor who joined the staff in 1972, named editor of Taste, weekly food section of the *Minneapolis* (Minn.) *Star*. She replaces WILLIAM R. GREER, retired.

* * *

MARIE SALERNO, publicity manager for *New York Magazine*—to manager of press information for WABC-tv.

* * *

CHARLES A. TUCKER, vp and director of marketing for R. J. Reynolds Tobacco Co. —elected a director of the Audit Bureau of Circulations. He succeeds FRED W. HECKEL, vicepresident of United Airlines. Tucker will serve as a member of the ABC board's newspaper, project development, and membership committees.

PETER O'LOUGHLIN—from chief of Bureau, Singapore for AP to chief of Bureau, Sydney, Australia, succeeding GORDON A. TAIT, retiring.

* * *

WILLIAM SPICER, member of editorial staff of the *Des Moines Tribune*—named assistant city editor.

* * *

RAY LOWY, advertising director for five newspapers of Panax Publishing—named a vicepresident of the Chicago-based subsidiary of Panax Corp.

* * *

RUSSELL H. YODER, veteran UPI photographer—appointed manager of the Atlanta Newspictures Bureau of UPI.

* * *

EDWARD J. LEAHY, general manager of the *Herkimer* (N.Y.) *Evening Telegram*—to general manager and publisher of the *Adrian* (Mich.) *Daily Telegram*. Both are owned by Thomson Newspapers Inc. Leahy, 45, succeeds EDWARD E. PORTER, who will become business manager of the Adrian paper, succeeding ALDEN H. SPENCER, who will be a consultant to Thomson Inc.

* * *

ROBERT D. AMES, ad director of the *Hagerstown* (Md.) *Herald-Mail* since 1962—given additional title and duties of assistant to the publisher.

ORLANDO SENTINEL STAR's nine student summer interns huddle with Bob Bonnell (sitting on desk), assistant managing editor for news production, and Mary Anna Jackson (left), news editor, special features department, to critique newspaper. Interns (from left) are Eric H. Harris, Tampa, University of South Florida; Michael E. O'Neal, Orange City, University of North Carolina graduate school; Susan Hemmingway, Tampa, University of Florida; Doris F. Sussman, Orlando, University of Florida; Jean L. Faulkner, Key Largo, Duke University; Barry D. Kirsch, Winter Park, FTU; Jay I. Friedman (standing behind Kirsch), Jacksonville, University of Florida; and Torrey C. Stewart, Winter Springs, FTU.

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MICHAEL J. WOODS, 33, county government reporter for the *Utica* (N.Y.) *Observer-Dispatch* since December 1971—promoted to editorial page editor, succeeding CLARENCE J. WEBSTER, who retires August 1 on his 65th birthday. WILLIAM H. LOHDEN, editorial page editor of the *Utica Daily Press*—assumes additional responsibilities as editorial page editor of the Sunday Observer-Dispatch. Webster has been editor of the 7-day operation.

* * *

PAT MCELFRESH, staff member of the *Scottsdale* (Ariz.) *Daily Progress* since 1972—named fashion editor.

* * *

J. KENNETH WOOD, 36 years with the ad department of the *Chicago Tribune/Today* and manager of central division of the retail ad department—retired. His successor is VINCENT P. RIORDAN.

* * *

THOMAS M. MCCANN, 45, has been named Sunday editor of the *Orange Coast* (Calif.) *Daily Pilot*. GEORGE A. LEIDAL, 33, succeeds McCann as promotion and public service manager.

* * *

JOHN ARDELAN is the new circulation manager of the *Pomona* (Calif.) *Progress-Bulletin*.

* * *

HARRY W. KELLEY, business manager, *Porterville* (Calif.) *Recorder*—named publisher of the paper by Freedom Newspapers Inc.

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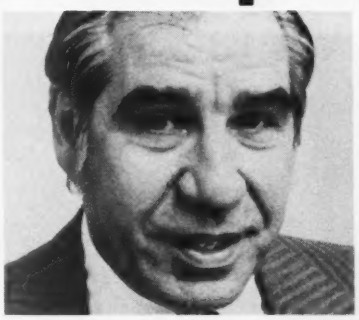

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Reporters man phones to keep lid on crisis

Chris Lorenzo, a police reporter for the *Washington* (D.C.) *Star-News*, left work July 11 after a long stint of making those important checks on incidents of crime and personal tragedies. The 26-year-old reporter had slept only two hours the night before. But he was in good spirits as he dropped by radio station WASH to pick-up tickets from a friend for the musical, "Godspell."

By dawn (July 12), Lorenzo had been glued to a headset and two telephones for more than a dozen hours, talking to two desperate prisoners holding as many as seven persons hostage at gunpoint in the basement of U.S. District Court on Constitution Avenue.

Lorenzo heard news of the incident shortly after 2 p.m. as he chatted with friends in the WASH newsroom. He got on a phone immediately and called the basement cell block of the courthouse.

What follows is Star-News staff writer Bred Holt's account of Lorenzo's experience:

"Hey, reporter," came the abrupt voice of Frank Gorham over the phone from the District Court cellblock where he and another prisoner, Otis Wilkerson, were holding seven hostages.

"Frank? Call me Chris, man," answered Star-News reporter Chris Lorenzo from the WASH radio newsroom.

"Yeah, OK Chris," Gorham agreed. It was 2 a.m. Friday and Lorenzo was developing a relationship with the two men and they with him.

That was Lorenzo's ninth hour on the station's phones talking to the prisoners. There would be 34 more hours, of everything from simple chatting to chilling threats on hostages' lives.

Saturday there would be a critical 10-minute talk with a suspicious Wilkerson after he accused Lorenzo of "jiving . . . tricking me." Later Wilkerson would apologize, as if to and old friend, saying he didn't mean it.

And later that day Gorham would invite Lorenzo into the cellblock to mediate. U.S. marshals agreed, providing the Star-News gave approval. Star-News editors, fearing for Lorenzo's safety said no and the idea was dropped.

Thursday afternoon, Lorenzo was talking with WASH news director Bill McCloskey at the station when they heard about the takeover. Both newsmen grabbed phones and dialed the cellblock. Lorenzo got a busy signal.

McCloskey got through, identified himself and was told by the man on the other end that "we have this place under control." "At first," McCloskey said, "I thought it was a marshal." After a few more questions it was clear the man was a prisoner, later identified as Wilkerson.

An amazed Lorenzo turned to McCloskey and asked, "You've got a prisoner on the line?"

WASH newsman Ed Tobias, who had left for the day, heard the reports and returned to the station's offices. He began talking to the prisoners.

"As I remember it," Tobias said yesterday, pointing a finger at Lorenzo, "you said, 'Hey, let me talk to them next time.' "

Soon Tobias was bustling in and out of broadcast booths, editing tapes and getting out the news while Lorenzo took over. "Chris seemed to have a better rapport with them," he said.

Holding a phone to each ear, Lorenzo patched calls from the prisoners and hostages in the cellblock to their families. Often, making a connection to Wilkerson's mother in Colorado, or to a friend of Gorham's—a woman inmate in a Raleigh, N.C., prison, he advised uncooperative long-distance operators that "it's life and death matter here, I think."

Including Thursday, Lorenzo was awake about 67 hours, fueling himself with a hamburger, two donuts and countless cups of milk laced with cold coffee.

About 10 p.m. Saturday he took a five-hour nap in the WASH conference room and then returned to the phones. But much before then his exhaustion was apparent.

"I guess I got what you might call sleep," Lorenzo told a Star-News editor during a Saturday morning telephone briefing. "I was sitting there with my eyes open and two people told me they walked by and talked with me, but I just kept looking straight ahead. I don't remember them saying anything.

Last night, with the seven hostages safe, the WASH phone lines to the cellblock were cut off. Only one phone was operating and it was connected to U.S. marshals in case the two men, now alone, decided to surrender.

When he heard that, Lorenzo went home to bed.

43 HOURS ON THE HOTLINE—Chris Lorenzo, right, police reporter for the Washington (D.C.) Star-News, carries on phone conversation with two prisoners who held seven hostages at gunpoint in the basement of U.S. District Court. Aided by Ed Tobias, a newsman for WASH radio, Lorenzo remained on the phone for 43 hours maintaining a running conversation. The incident which began at 2 p.m. on July 11 ended two days later with all hostages safe, convicts locked in the courthouse while negotiating with police officials and a first person story for Lorenzo. Photo by Brig Cabe.

At Left—

WILLIAM STRODE, new president of the National Press Photographers Association, talks with Joseph Costa, the first president and a founder of the organization which now numbering over 4,000 photographers, during the 29th annual meeting in Troy, Michigan. Strode is assistant director of photography at the Louisville *Courier-Journal and Times* and Costa presently freelances in Carmel, California.

Word agenda occupies photographers

By Lenora Williamson

There was a lot of paper and word work for the picture men sitting down to formal and often nitty-gritty reviewing and previewing National Press Photographers Association directions during the recent annual convention in Troy, Michigan.

Navy blue, loose-leaf notebooks filled with reports from officers, regions, chapters and committee chairmen were substituted for the day-to-day camera gear carried around by photographers the rest of the year.

Within the two-day board session, officers of the 11 regions coast-to-coast and the executive officers laid plans for growth in Canada by setting up regional affiliation boundries in the provinces and granting a chapter charter to the Ontario News Photographers Association.

The association operates an audio-visual library service of taped lectures and also Pictures of the Year films for students and interested groups on the proverbial shoe-string mainly thought time donated by the committee chairman and members. Jack Corn of the *Nashville Tennessean,* retiring chairman, urged addition of lectures on "old-time photographers" including the late E. D. Newcomer of Phoenix and Barney Cowherd of Louisville.

The new president, William Strode, assistant director of photography at the *Louisville Courier-Journal and Times* plans to study the overall AV program and find new marketing techniques and ways of producing slide tapes on basic photographic techniques, historical photographers and other aspects of photojournalism.

A new area being explored is giving college credit for NPPA educational programs, including the Flying Short Course, editor's workshop and regional seminars. A pilot project is planned for this year's short course stop in Los Angeles. The California State University, Long Beach, is also planning a weekend "Color Workshop for Publication" November 22-24 for both press photographers and college students with one unit of university credit awarded to participants.

Career information requests coming into the NPPA executive secretary Charles H. Cooper, *Durham* (N.C.) *Herald-Sun,* are filled by a special pamphlet, and Cooper told the board that the trend in requests in the past year "has turned sharply to the female side, with more than 90 percent of all individual requests coming from the fair sex."

John Faber of the Eastman Kodak Company has served as historian of the association for many years and his report noted work with Eugene Ostroff, curator of photography at the Smithsonian Insti-

(*Continued on page* 28)

DURING THE FOURTH OF JULY bi-centennial festivities at Greenfield Village, news photographers quickly gathered round for closeups of Nick Star of Dearborn, who arrived for the parade in his World War I Army Engineer's uniform and happily posed for NPPAers (from left) Paul Schell, Youngstown (Ohio) Vindicator; Robert Kadel, Terre Haute (Ind.) Star, and Robert Stamm, North Canton, Ohio. At right, on the eve of her fourth birthday, tiny Akika Herron maps out the holiday tour for her mother, Mrs. Charles Herron. Herron is with the U.S. Department of Agriculture Information Division.

TIDYING UP THE BOARD ROOM after the NPPA sessions are (left to right) Charles Cooper, Durham (N.C.) Herald-Sun, executive secretary, and Morris Berman, Pittsburgh Post Gazette, retiring president. They are followed by Mrs. Cooper and Mrs. Berman.

NPPA board

(*Continued from page* 27)

tution, in expansion of NPPA Archives at the Smithsonian. Faber reported acquisition of some 25 front and inside newspaper pages of Hindenburg disaster photo coverage, including original prints made at the time from pictures shot by Murray Becker, retired chief photographer of the Associated Press. Becker gave his collection to NPPA, and Ostroff plans a display of some items in a photo show.

Faber still is attempting to get an NPPA postage stamp included in the roster of 1976 issues by the U.S. Postal Service. One idea mentioned for the stamp would be a memorable news picture, Faber said.

Other honors

During the board session, John C. Richardson of Chicago, a veteran newsreel cameraman, received the Burt Williams Award, which goes to those who have chalked up at least 40 years of service in press photography.

The television awards in the annual newsfilm competition sponsored by NPPA at the University of Oklahoma were conferred on winners at a mid-week convention banquet by Hal Lesser. KGW-TV, Portland, Oregon. The newsfilm Station of the Year is KMGH-TV, Denver, and news Cameraman of the Year is Darrell Barton, WKY-TV, Oklahoma City.

The board, bowing to inflation and looking ahead to expanded professional education raised dues from $15 to $20 against the advice of retiring treasurer Mike Anderson, *Boston Herald American*, who termed the timing wrong. Sustaining memberships, according to June Glenn Jr., chief photographer of the *Asheville* (N.C.) *Citizen-Times*, now total 26 newspapers and United Press International and five television stations with each contributing $250.

The newly appointed editor of the association's monthly magazine, *National Press Photographer*, is Marjorie Morris of New York City, who works in editing and picture research and is the author of a 1967 picture book, "And/Or", which contrasted the scene at home in America with the war in Vietnam. "Midge" Morris is the wife of John G. Morris, who heads New York Times Pictures, and was chosen by the executive committee following a nine-hour session of interviews with applicants for the editorship, from which Tom Keane of the *Wilmington News-Journal* has resigned effective with the September issue.

The monthly and annual picture contests of the association got a procedure/operation study. A report from Dean Roy M. Fisher of the School of Journalism at the University of Missouri announced the resignation of veteran Professor Cliff Edom as administrative head of the Pictures of the Year Competition. Fisher also said he will propose creation of two judging panels for what has become the largest news oriented photographic contest in the world. Fisher and Strode anticipate establishing more traveling exhibits of POY winners for wider public and professional viewing throughout the country.

The board considered revision of the photographers' own monthly clip contests which last year had almost 30,000 entries. A resolution acknowledged domination of multi-picture wins and recommended that a multi-picture category be added and other categories of spot news, feature and sports be limited to single pictures. Another change proposed was that only first and second place awards be made, dispensing with thirds and honorable mentions. Points for wins in the various regional and national clips add up to the Regional Photographer of the Year titles. The board and executive committee wrestled with the knotty SOP question of clip points being transferred from one region to another when a photographer moves—a situation involving the move last December of James Forbes from Parsons, Kansas in Region 7 to the *Miami News* in NPPA Region 6 with a point total that could have won him the title of that region's Photographer of the Year. A resolution to declare Forbes co-winner with Ricardo Ferro of the *St. Petersburg Times* was defeated. Forbes retains his runner-up title in Region 7. Discussion ended with a resolution requiring all contest chairmen to submit a copy of standard operating procedures and rules for inclusion in the by-laws.

A planning session for next year's Rochester Photo Conference at the George Eastman House in Rochester, New York took place with the date announced for May 11-15.

Audio supps

(*Continued from page* 22)

less national audio chains—Radio Shack, with more than 2,000 stores; and Lafayette Radio Electronics, with some 80 company-owned stores and several hundred franchised outlets.

Regional chains such as Team Central (in the upper Midwest), Tech Hi-Fi (New England), Pacific Stere (mostly Southern California) and others usually have several outlets in a given retail market, making it possible to amortize advertising costs among several stores.

Fall market

Most audio supplements appear during the fall, either in conjunction with local high fidelity music shows, or they are scheduled to coincide with holiday buying. A few actually appear after Christmas to catch holiday bonuses and the after-market for blank tape, accessories and add-on components.

Audio sales follow a classic bell curve: starting after Labor Day and rising to a peak between Christmas and New Years, then declining gradually into March.

If a newspaper is considering an audio supplement this fall, editorial and advertising staff can find product information available from most component manufacturers.

In addition, the Institute of High Fidelity, New York, maintains a clearing house for news of newspaper supplements and can provide general editorial material on audio.

The Electronic Industries Association in Washington has a collection of statistical information available on all aspects of home entertainment. And the October issue of Metro Newspaper Service is entirely devoted to home entertainment, with special emphasis on audio. According to Metro's Joseph Bernstein, the issue is supplied free to some 4,000 Metro subscribers during August for use in Fall newspaper audio sections.

•

Graphic arts study

The Printing Industries of America has just released the results of a detailed study of its members concerning industry shortages of energy, paper and other materials.

The survey results include tabulations from 1385 respondents representing $4 billion of the $11 billion graphic arts industry. A summary of the findings is given at the end of each section on shortage.

PIA members can purchase the study for $25 and non-members $100 from PIA headquarters, 1730 N. Lynn St., Arlington, Va. 22090.

Consumer syndicate publishing guides

Twenty-three "Shopper's Guides" on insurance and health care by Herbert Denenberg, former commissioner of the Pennsylvania Insurance Department, have been combined into a book to be serialized by Consumer News Inc.

The guides were originally published by the insurance department while Denenberg was commissioner. He resigned in March to run for the U.S. Senate but lost in the primary. Royalties on sales of the book and serialized articles go to the Commonwealth of Pennsylvania under a contract with the state.

Arthur E. Rowse, president of Consumer News, announced ten articles based on chapters of the book are now available for release. The book, to be published August 15 by the syndicate which has offices in the National Press Building, Washington, D.C., has the all-inclusive title of "The Shopper's Guidebook to Life Insurance, Health Insurance, Auto Insurance, Homeowner's Insurance, Doctors, Dentists, Lawyers, Pensions, Etc."

•

Series on Mrs. Onassis

Women's News Service is distributing a three-part series by Liz Smith on Jacqueline Kennedy Onassis pegged to the former First Lady's 45th birthday, July 28. Smith has written many articles over the years on Mrs. Onassis for leading magazines.

•

Law suit dismissed

A civil rights lawsuit filed by the Oklahoma Publishing Co., publisher of the *Oklahoma City Times* and the *Daily Oklahoman*, against the Equal Employment Opportunity Commission has been dismissed. The company had contended that an investigation of alleged discriminatory practices in employing, job assignments, was harassment.

There is one man and a small dog involved in production of a new outdoor cartoon designed for fun but carrying an ecology message. The cartoonist is Donald H. Knudsen, a former film animator from St. Paul and now an advertising salesman at the Grass Valley Union in California. The dog is "Flag," who frequently appears in the panel with the title character "Elmer Stoon." The cartoonist, a bachelor, lives on a tree farm in the foothills of the Sierra Nevada Mountains and introduced the two-column panel in March for weekly publication. Minnesota-born Knudsen has had newspaper experience at the Minneapolis Star and Tribune and the Arizona Republic. Sierra Features, P.O. Box 740, Grass Valley, California, 95945, is distributing the panel.

Nashville cartoonist work offered by R & T

The Register and Tribune Syndicate has announced it will syndicate the work of Ed Gamble, 30-year-old editorial cartoonist of the *Nashville Banner*. The service is five days a week.

Gamble, born in the East Tennessee mountains, showed a talent for drawing at the age of six. He is a graduate of the University of South Florida with a bachelor's degree in political science. After graduation he syndicated his own editorial cartoons to small dailies and weeklies in Florida.

Gamble's experience has included drawing sports program covers for over 100 colleges and professional teams and work as sports editor, reporter and sports cartoonist for the *Tampa Times* before joining the Nashville Banner in 1972.

Acupuncture course subject of series

David Hendin, science editor of Newspaper Enterprise Association, has written a four-part series on a nationwide "quickie" course in the ancient Chinese medical practice of acupuncture now being given to physicians, their wives and assistants.

After attending the four-day course conducted in New York by the American Institute of Hypnosis of Los Angeles as a journalist, Hendin himself got a diploma certifying he had "successfully completed the postgraduate course #377 in Medical-Dental-Surgical Acupuncture." Hendin has never attended a medical school. The editor sat in on all scheduled sessions of the course and submitted to acupuncture treatments. He also has talked with acupuncture specialists and professional medical associations for the series.

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INAE meeting

(*Continued from page* 9)

The 4A's has a group working with Ken Carlson, advertising director of the *Detroit News*, and others to work out some standards acceptable to all parties. Lyman thought there would never be perfection in this area but significant improvement can be attained.

He asked that the cash discount be continued as an important collection device for newspapers and their agency customers. Failure to do so will inevitably lead to slower collections for both parties, Lyman said, mentioning that agencies are preparing to reorder payment priorities as to discount and non-discount. His thought was that if people abuse the cash discount, take it away from them but "not from the good guys."

Leland Davis, vicepresident/advertising, Kroger Company, supermarket chain consisting of 1,300 stores, said the company has spent more than $100 million in newspapers in the past five years. He asked: Why is it that most newspapers don't publish really helpful demographics other than ABC statements on their circulation? He added that it is impossible to find out the penetration of most papers in most markets.

Davis offered to "work with you in any way we can in order to increase the quality of your product." He added, "It is a significant fact that a few short years ago more than 80 percent of our Kroger media dollars were spent on newspapers and today it is less than 60 percent and declining."

James H. Hollis, vice president for mass merchandising sales, said the bureau is working with several daily newspapers to implement this plan in their markets. The plan was developed, he said, in response to the need of retail advertisers to maximize coverage in areas close to their stores. As much as 70 percent of a store's sales may be accounted for by customers within a five to eight mile radius, he said.

Under the bureau plan, the newspaper can offer each advertiser saturation coverage by county, census tract or zip code area, Hollis said. It does this by providing the newspaper with address labels for non-subscribers in the desired market segments.

In addition to saturation coverage of selected areas, the plan offers economies to the advertiser, Hollis stated. Newspapers, after paying the necessary costs, would have to put their addressing charges to advertisers in the range of $10.50 to $13.00 a thousand which is higher than the $6.00 to $9.00 a thousand being charged by mailing houses. However, total costs to the advertiser would be lower because most of the preprints would be delivered as newspaper inserts which go at rates which are usually much less than current postal charges of $63.00 a thousand.

More precise measurement of advertising effectiveness on a product-by-product basis will be one of the positive results for newspapers from the adoption by the grocery industry of a universal product code, according to Richard L. Neale, NAB vicepresident for food advertising sales. The system also promises greater efficiency and accuracy in handling "cents off" promotional coupons used by manufacturers in newspaper ads, he said.

The grocery business, he said, has made great progress over the past 3½ years in implementing a universal product code system, and the hardware for machine reading of code symbols at the supermarket checkout is already available. He said more than 1,000 grocery firms with sales of more than $60 billion are members of the Uniform Product Code Council which is backing the program.

The system promises hundreds of millions of dollars in economies to the grocery business through better inventory control, more efficient ordering and faster service to customers at supermarket checkouts, Neale said.

Data from these experiments will be made available to the grocery business Technical Committee when the results have been determined, Mr. Neale said, and the Newspaper Advertising Bureau and the ANPA Research Institute will jointly publish bulletins for the guidance of newspapers and advertisers and advertising agencies in the handling of the universal product code symbol in newspaper couponing.

L.A. radio man fails in Hearst tape appeal

The U.S. Court of Appeals for the Ninth Circuit upheld the contempt conviction of a Los Angeles radio station manager for refusing to give up an original tape recording from the Symbionese Liberation Army.

The court's decision, announced July 22, ruled that Will Lewis, general manager of Pacifica Foundation's KPFK-fm had no grounds to refuse surrendering a tape to the Federal Bureau of Investigation. The alleged tape contained voices of SLA members William and Emily Harris and Patricia Hearst.

The authorities asked for the original tape recording to check for fingerprints. Lewis' defense for withholding the tape was that he was protecting a confidential news source.

The court ruled Lewis had no grounds for refusing to turn over a letter from the Weather Underground containing evidence relating to the bombing of the California attorney general's office in Los Angeles.

The 42-year-old radio official spent 16 days in jail after being held in contempt on June 19 by U.S. District Judge A. Andrew Hauk. The Court of Appeals, which had ordered him freed, pending a decision, said its new order will be effective in 10 days.

This will give Lewis' attorneys a chance to petition the U.S. Supreme Court for a review and an order allowing him to continue to remain free pending decision.

The SLA tape was found in a rubbish pile behind the station and was broadcast on June 7.

Milan banker sues 4 newspapers for $30 million damages

An international banker who was placed in the center of a scandal concerning foreign currency exchanges filed libel suits against the *New York Times*, *Wall Street Journal*, *Washington Post* and *Journal of Commerce* (New York edition), asking for damages totaling $30 million.

The suits were filed by the law firm of DiFalco, Field & O'Rourke on July 24 on behalf of Carlo Bordoni, a Milanese international banker, who was formerly an outside member of the board of directors of Franklin New York Corp., parent company of Franklin National Bank.

Filed in U.S. District Court for the Southern District of New York, the suits charged that the four newspapers impaired his reputation and sullied his professional competence, integrity and honor by printing allegedly "defamatory" items about Franklin National Bank and his involvement with it.

Articles in all four newspapers falsely accused Bordoni of being responsible for the bank's foreign currency exchanges which developed into a major scandal, Bordoni claims.

According to the suit, Bordoni was "never involved directly or indirectly" in the daily internal financial transactions, the internal management or the performance of any duties on behalf of Franklin Corp. or the bank except those duties of an outside director.

The complaint charges that the newspapers' "knew or could have ascertained with the exercise of reasonable care" that the news stories, as they pertained to Bordoni, were "untrue" but that the defendants acted recklessly and/or negligently in publishing such articles without investigating the truthfulness of the statements.

According to the law firm, the banker was not responsible for any foreign currency transactions to which the bank was a party during his tenure as a director. He did, however, resign as a bank official on June 21, 1974. He was elected as an officer in August of 1972.

Damages Bordoni is asking for involve both punitive and compensatory damages. He claims that the articles are "false and malicious" and have defamed him.

None of the four newspapers had an immediate response concerning the suits.

•

News Council gets $125,000 grant

The National News Council, watchdog organization over the American media, has received a grant of $125,000 from the John & Mary Markle Foundation.

The grant, the second contributed by the foundation to the council, will be used for operating expenses in the council's second year of existence, which begins August 1.

Second quarter reports

Harte-Hanks profits up

Harte-Hanks Newspapers, Inc., San Antonio, Tex.-based communications group with newspapers in Texas, Massachusetts, Michigan, Ohio, New Jersey, South Carolina and Washington announced its 10th straight quarter of improved earnings growth since going public.

Past Week's Range of Stock Prices

NEWSPAPERS	7/16	7/23
Affiliated Publications (AMEX)	6⅞	6⅞
American Financial Corp. (OTC)	11⅝	11⅝
Booth Newspapers (OTC)	20¼	20
Capital Cities Comm. (NYSE)	33½	33⅛
Com. Corp. (OTC)	2¼	2½
Cowles Comm (NYSE)	6	5⅞
Dow Jones (OTC)	23¾	24¼
Downe Comm. (OTC)	2½	2¾
Gannett (NYSE)	31¾	32½
Gray Comm. (OTC)	8¼	8⅛
Harte Hanks (NYSE)	9	9¼
Jefferson-Pilot (NYSE)	23¼	23⅛
Knight (NYSE)	33	32¾
Lee Enterprise (AMEX)	12	12½
Media General (AMEX)	21½	22½
Multimedia (OTC)	13	12½
New York Times (AMEX)	11	11⅛
Panax (OTC)	2	2½
Post Corp. (WISC.) (OTC)	7¼	7¼
Quebecor (AMEX)	9¼	9¼
Dayco (NYSE)	13⅞	13¾
Digital Equipment (NYSE)	100⅝	104¼
Domtar (AMEX)	24¼	24¼
Dow Chemical (NYSE)	66	66⅞
Dymo (NYSE)	8⅝	8⅝
ECRM (OTC)	4¾	4¾
Eastman Kodak (NYSE)	94¾	96
Ehrenreich Photo (AMEX)	7¼	7⅞
Eltra (NYSE)	20¼	20¼
General Electric (NYSE)	46¾	47½
Georgie Pacific (NYSE)	36	36¼
Grace, W. R. (NYSE)	21⅝	23¾
Great Lakes Paper (CE)	20½	20½
Great No. Nekoosa (NYSE)	45⅜	45½
Harris Intertype (NYSE)	18	18¼
Inmont (NYSE)	6¼	7⅛
International Paper (NYSE)	48½	49⅞
Itek Corp. (NYSE)	9⅛	9½
Kimberly Clark (NYSE)	27	28½
Log Etronics (OTC)	3⅛	3⅛
MacMillan, Bloedel (CE)	24⅝	26½
Milgo Electronics (AMEX)	10½	10½
Millmaster Onyx (AMEX)	8	9
Minnesota Min. & Mfg. (NYSE)	71⅞	70⅝
Ridder Publications (NYSE)	16¼	16¼
Speidel (OTC)	11⅜	12¾
Thomson Newspapers (CE)	11	11¾
Time Inc. (NYSE)	35½	37
Times Mirror (NYSE)	12⅝	13¼
Toronto Star (CE)	12	12
Washington Post (AMEX)	20⅝	21¼
SUPPLIERS:		
Abitibi (CE)	11¼	12
Addressograph Multi. (NYSE)	5	5⅝
Altair (OTC)	2¼	2⅛
Ball Corp. (NYSE)	9⅝	10⅜
B. C. Forest (CE)	14⅛	14½
Berkey Photo (NYSE)	5½	5¼
Boise Cascade (NYSE)	14	14⅝
Compugraphic (AMEX)	17½	19⅝
Compuscan (OTC)	5½	6
Crown Zellerbach (NYSE)	28⅝	29⅛
Cutler-Hammer (NYSE)	23	23
Richardson (NYSE)	11½	11¾
Rockwell Intl. (NYSE)	25⅝	26¼
Singer (NYSE)	28¼	25½
Southland Paper (OTC)	15¾	15¾
Southwest Forest Ind. (NYSE)	6⅝	6¾
Sun Chemical (NYSE)	12⅝	13⅜
Wheelabrator-Frye (NYSE)	11½	11¾
White Consolidated (NYSE)	9	9½
Wood Industries (AMEX)	6¾	7
ADVERTISING AGENCIES:		
Batten, Barton, Durstine, Osborn (OTC)	11⅞	13⅝
Dormus (OTC)	4¾	5
Doyle, Dane, Bernbach (OTC)	9¼	9
Foote, Cone, Belding (NYSE)	8¼	8⅛
Grey Advertising (OTC)	7⅛	7⅛
Interpublic Group (NYSE)	10	10⅛
Needham, Harper & Steers (OTC)	5¾	5½
Ogilvy, Mather (OTC)	15½	15½
PKL Co. (OTC)	1	1½
J. W. Thompson (NYSE)	8½	8½
Tracy-Locke (OTC)	4½	5½
Wells Rich Greene (NYSE)	5⅞	6⅜

Quarterly earnings per share grossed 21 percent, according to Robert G. Marbut, president and chief executive officer. "We are pleased to report earnings per share of 40¢ for the quarter ended June 30, as compared to 33¢ for the same period in 1973," he noted. The company originally reported 34¢ in 1973 with a 1¢ per share operating loss.

Net income was $1,757,000, an improvement of 23 per cent over the second quarter of '73. However, revenue for the same period were $20,001,000 compared with $21,351,000 in 1973.

After eliminating revenues from San Antonio newspapers (which were sold in late 1973), revenues from continuing operations increased 15 percent during the recent quarter.

Commenting on company performance, Marbut said advertising linage had increased 3.7 percent in the second quarter over the same period in 1973. This contrasts with only .3 percent gains in the first quarter of 1974 and 1973.

"In light of rapidly escalating newsprint prices and a continued shortage on the West Coast, we are fortunate to have accumulated a record high inventory; so we won't anticipate any insurmountable supply problems," Marbut explained. Advertising and circulation rates have been increased, even beyond the levels reported earlier in order to offset the effect of increasing supply and labor costs, Marbut reported.

He estimated that previously announced and future rate increases are expected to raise revenues by $4.5 million in 1974 which is equivalent to $6.5 million on an annual basis.

Current capital expenditures include conversion of three Texas divisions to offset and doubling the Orange County (Calif.) Pennysaver press capacity. The switch-over of the *San Francisco Progress* to photocomposition was recently completed.

Net income for the first six months of 1974 reached $2,961,000 up 19 per cent over the first half of 1973. Year-to-date earnings per share worth 68¢ representing a gross of 17 percent over the comparable 1973 period.

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Post Corp. earnings

The Post Corporation, parent company for six newspapers including the *Appleton* (Wis.) *Post-Crescent*, announced earnings for 1974's second quarter (before securities transactions) of $225,025 or 25 cents per share. This compares with $554,253 or 61 cents a year ago.

Continued losses at the firm's subsidiary, All-Star Insurance Corp. was blamed for the lower earnings during the quarter. It reported a loss of $130,105 for the first quarter plus securities transactions losses of $68,676.

The company's holdings in newspapers and broadcast stations, including four television stations and two radio stations, were up in earnings for the first six months of the year to $435,463. In 1973, the holdings made $484,087 for the same time period.

Boise Cascade earnings report

Boise Cascade Corp. in Boise, Idaho, announced record earnings for the second quarter and first half that jumped some 13 percent over the same period last year before "extraordinary gains."

Earnings in the second quarter for the paper manufacturer were $31.3 million or $1.05 a share from $27.6 million or 89 cents a share in 1973. Sales increased 8 percent to $379 million from $350 million.

First half earnings jumped 30 percent to $57 million or $1.92 a share from $44 million or $1.41 a share, a year earlier.

The company also announced that Boise-Southern Co., a 50%-owned joint venture with Southern Natural Resources Inc. has purchased Calkraft Paper Co. in Elizabeth, La. for an unspecified amount. A company official disclosed the figure was between $25 million and $30 million

A tax credit of $555,000 also helped to raise net income two cents a share during the second quarter, the company said.

As well extraordinary gains were recorded for its $48.6 million sale of its Northern California and wood products operations.

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Wash. Post cleared of unfair practices

The *Washington Post* has been absolved from two charges of "unfair labor practices," by the National Labor Relations Board. Complaints were filed against the Post's management by the Washington-Baltimore Newspaper Guild during its April strike.

No evidence was found in an investigation to support the union's claim that management tried to undermine the guild's bargaining committee by distributing to all guild members the company's settlement offer, according to William C. Humphrey, NLRB regional director.

He substantiated that the labor relations act does not "preclude an employer from communicating with his employes in noncoercive terms during collective bargaining."

Humphrey also dismissed a second charge which complained that two Post executives, executive editor Benjamin C. Bradlee, and managing editor Howard Simons, met privately with three guild members to discuss possible contract concessions.

Investigation disclosed no evidence that the meeting attempted to "bypass the bargaining agent," according to the regional director. "Those in attendance asserted they had no power to negotiate and the results of their conversation were immediately transmitted to the negotiators for both sides."

Several guild bargaining committee members also filed internal union disciplinary charges against the three guild members who met with management.

Those charges have not been resolved yet, and a trial date has been indefinitely postponed.

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AREA 9. Type of Business: A weekly newspaper and a modern commercial web offset plant which produces some other papers and a large amount of circular work. Type of Accounts: All first class, some national accounts. Estimated sales for '74 combined $750,000. Sale price will carry a $175,000 down payment (cash, firm). This is a very successful business and is for sale not due to illness or death. Please reply to Box 1133, Editor & Publisher.

VERMONT WEEKLY, no plant, facilities available, excellent area for husband/wife team. Reasonable terms. Box 1143, Editor & Publisher.

100 SHARES STAUFFER PUBLICATIONS—$4500. BOX 1089, EDITOR & PUBLISHER.

PROFITABLE WEEKLY Arkansas shopper. Needs news now, active partner. 50% interest $50,000 or will sell all to responsible parties. Box 1114, Editor & Publisher.

TWO SOUTHWESTERN suburban offset weeklies, each has large shopping mall. One serves suburban city of over 50,000. $40,000 down but buyer should have funds to convert to full coverage from paid circulation. Great opportunity for top suburban publisher. J. A. Snyder, Newspaper Broker, 2234 E. Romneya Dr., Anaheim, Calif. 92806.

NEWSPAPERS WANTED

If you want TOP DOLLAR for your newspaper, contact The Newsmedia Company, newspaper management consultant and media brokers. James E. Hickey, Jr., P.O. Box 12195, Northside Station, Atlanta, Ga. 30305.

TEXAS is my home, and it's where I'd like to be. Editor with business sense wants to buy part or all of healthy Texas weekly. Box 1027, Editor & Publisher.

WE HAVE QUALIFIED BUYERS for dailies and large weeklies. Information strictly confidential.
DIXIE NEWSPAPERS, INC.
P.O. Box 400, Gadsden, Ala. 35902
Ph. (205) 546-3356

WE'RE LOOKING for a Pennsylvania weekly to buy and a community to become part of. George Carango, 30 Weathervane Rd., Aston, Pa. 19014. (215) 494-6671.

WE HAVE SOLID BUYERS FOR TOP DAILIES AND WEEKLIES
Newspaper Service Company, Inc.
P.O. Dr. 12428, Panama City, Fla.

EDITOR AND PHOTOJOURNALIST with business sense want to team up as publishers of a small weekly. Together, we can handle all departments and produce a moneymaker of the highest quality and community respect. Salary or investment. Box 1183, Editor & Publisher.

ROCKY MOUNTAIN WEEKLY wanted by young husband-wife team. Financing available. Box 1193, Editor & Publisher.

PUBLICATIONS FOR SALE

IDAHO OUTDOOR MAGAZINE—Successful 18 years, fast-growing recreation field. Box 7F, Arvada, Colo. 80004.

MACHINERY & SUPPLIES

COMPOSING ROOM

VIP FOR SALE—Mergenthaler's finest $25,590 expanded 1972 model 8K machine, up to 48 pt. plus kit of spare parts. We soon are farming out all production, thus you get bargain by taking over balance of 42 payments of $426.50 per month. Zenoff Newspapers, Henderson, Nevada. (702) 564-1881.

PHOTON MODEL 713-5A complete with Crown/Crown-Bold/Techno/Techno-Bold. Good condition, available immediately. $3500. Contact Stanton Sales Co. (617) 890-1423 or 1427, ask for Barbara or Walter.

2 FRIDEN 8201 tape perforators, 3 years old, excellent condition—$1000 for both or best offer. Going to new system, must sell by August 15. Call Gene Carson, (203) 875-0706.

JUSTOWRITERS — COMPUGRAPHIC All models. Service promoted by manufacturer. FHN Business Products, Church Rd., Mt. Laurel, N. J. 08057. (609) 235-7614.

EKTOMATIC PROCESSORS
Rebuilt—Model 214K
Complete with daylight darkroom hood; new rubber rollers; save money.
$475.
Offset Newspaper Equipment, P.O. Box 362, Tucker, Ga. 30084. (404) 939-4831.

BRUNING PROOFER—Model 1400; sheet fed. Sizes 8,10 and 18. Priced for easy sale. Contact Bob Riley, Baltimore Sunpapers. (301) 539-7744, ext. 382.

FAIRCHILD PERFORATOR, serial 4151. Excellent condition, $500. Photo Lathe, excellent, $600. Daily Republican, Burlington, Kans. 66839.

Schaefer WAXER
FOR
SPEEDY PHOTOCOMPOSITION

9"—14"—20" Wide

Smoothly waxes proofs, newsprint, overlays & film. No wavy ridges, dry areas, wax pools at edges or wax bleedthrough. Clean printing. Practical. Convenient.

Calibrated dial coating control. Accurate calibrated thermostat

Schaefer Machine Co. Inc.
Boston Post Road
CLINTON, CONN. 06413
Telephone: (203) 669-6000

MAILROOM

3 POCKET DIDDE-GLASER newspaper stuffer. 1½ years old, excellent condition. Cycles to 10,000 an hour. Bill Small, Industrial Printing, (313) 727-3715.

NEWSPRINT

ROLLS ALL SIZES—BEHRENS Pulp & Paper Corp., 1896 Westwood Blvd., Los Angeles, Cal. 90025. (213) 474-6525.

To answer box number ads in EDITOR & PUBLISHER

Address your reply to the box number given in the ad, c/o Editor & Publisher, 850 Third Avenue, New York, N.Y. 10022.

Please be selective in the number of clips submitted in response to an ad. Include only material which can be forwarded in a large manila envelope.

Editor & Publisher is not responsible for the return of any material submitted to its advertisers.

MACHINERY & SUPPLIES

PERFORATOR TAPE

NOW STATIC-FREE perf tapes at our same prices—lowest in U.S.A. All colors. Top quality.
Call or write:
PORTAGE (216) 929-4455
Box 5500, Akron, Ohio 44313
New York, N.Y. 10013.

PRESSES & MACHINERY

1969 URBANITE COMPONENTS
Available Now
Floor mounted units
with 2-position roll stand
Balloon Former
Gregg Flying Imprinter
Sold individually or as package
Priced way below new cost
Call, write or wire:
INLAND NEWSPAPER
MACHINERY CORPORATION
105th & Santa Fe Drive P.O. Box 5487
Lenexa, Kansas 66215
(913) 492-9050 Telex 42362

12 SEMI-AUTOMATIC FULL SPEED CLINE REEL TENSION PASTERS FOR IMMEDIATE SALE. EXCELLENT CONDITION. CONTACT ROBERT BOWES, PRODUCTION DIRECTOR, CHARLESTON NEWSPAPERS, CHARLESTON, W. VA. CALL COLLECT. [304] 348-5118.

GOSS SUBURBAN PRESSES and add on units, complete with folder and drive.

GOSS URBANITE, 5 units, folder, drive new 1970.

GOSS URBANITE units for add on.

COTTRELL V-15 units, 36" width, complete presses or add on units.

COTTRELL V-25, 5 units and folder, new 1971.

COTTRELL V-700, 4 units, new 1969.

FAIRCHILD COLORKING, 4 units, folder, drive, new 1966, optional oven and chills.

FAIRCHILD NEWSKING, 2 units, folder, drive, new 1966.

IPEC, Inc.
401 N. Leavitt Street,
Chicago, Illinois 60612
Phone: (312) 738-1200

SACRIFICE! ATF WEBENDORFER web offset press. Two units—35" wide newspaper folder 22¾. Two rollstands (stacked). Motor controls drive. Press complete with plate jog. $12,000.00 Massachusetts.
UPECO, Inc.
(201) 438-3744

STEREOTYPE

FOR SALE
ALL EXCELLENT CONDITION

STA-HI Premier rotary shaver, Serial No. 101857403-HI	$1000.
NOLAN Supercaster type full page, serial No. 16599-AB	150.
R HOE table saw, serial No. 1337	150.
STA-HI master trimmer, unused, Serial No. 60816, Model No. MT. 3, 23 $\frac{3}{16}$" cutoff	3000.
GOSS FLAT ROUTERS:	
1 Model No. 68-F, Serial No. 137	150.
2 Model No. 68-C, Serial No. 100	150.

Call Robert Wynn, Purchasing Agent
or
Larry Barr, Production Manager
Fort Wayne Newspapers, Inc.
Fort Wayne, Ind.
(219) 743-0111

QUALITY STEREOTYPE reproduction demands jmDuralumin Base. Jack Moore, 3444 Country Club, Medina, Ohio 44256.

MACHINERY & SUPPLIES

WANTED TO BUY

USED WEB PRESS for 5M 32-page quarter-fold tabloid weekly within next 6 months. Will view in operation. Box 1116, Editor & Publisher.

HOE COLOR CONVERTIBLE letterpress unit; need one, will consider two; tension lockup; 90 degree stagger; 81" frame; with bedplate. Must be in good condition and subject to inspection by our machinist. Reno Newspapers, Inc., Box 280, Reno, Nev. 89504. Phone (702) 786-8989.

WILL BUY HANsystem Mammoth 2-drawer mat service cabinets. Crow, 175 N. Ridgeland, Oak Park, Ill. 60302.

WANTED: Used AM 725S reconditioned phototypesetters; new or used pair "mini-setters." 3 used Friden Justowriters (model JU or similar). Intraspan Inc., (212) 867-2888.

NEWSPAPER SERVICES

EDITORIAL SERVICES

EDITING, PROOFREADING done expertly, quickly by professional editor. All types of work accepted, including manuscripts, theses, corporate journals. Box 1062, Editor & Publisher.

PRESS TIME AVAILABLE

PRESS AND PAPER (newsprint, offset) along with complete typeset, mechanical, bindery and mail facilities for circular, periodical and book work from Upper Midwest location. Reasonable prices, quality work on 7-unit Goss with 2 folders. Call Dave Colby, (414) 748-3136.

Help Wanted...

ACADEMIC

FACULTY POSITION in media research and effects or public relations and advertising in department of 250 undergraduate and 30 graduate majors. Broadcast background preferred. PhD or near desirable. Equal Opportunity Employer. Department of Mass Communication, Central Missouri State University, Warrensburg, Mo. 64093.

MARSHALL UNIVERSITY has an opening for an instructor or assistant professor to teach courses in the broadcast and journalism news editorial sequences. PhD with at least 3 years of media experience preferred. ABD plus some professional experience will be considered. Previous teaching experience helpful, but not essential. Salary competitive. Equal Opportunity Employer. Position to start August 26, 1974. Send resume to: Dr. Deryl R. Leaming, Chairman, Dept. of Journalism, Marshall University, Huntington, W. Va. 25701.

ADMINISTRATIVE

GENERAL MANAGER for 6000 circulation daily, county seat, Zone 2. Opening available due to death of prior manager. Must have sufficient past experience in general management in all departments with particular emphasis in sales and printing technology. Qualified person will serve as administrator of long-established staff and will be eligible for several remunerative benefits in addition to substantial salary. Send resume to Box 1074, Editor & Publisher.

NEWSPAPER EXECUTIVE
If you are comfortable with all of the management functions of a daily paper including sales, business office, editorial direction and circulation, we might have just the spot for you to move ahead as fast as your ability can take you. The opportunity will match your ambition. Send background and objectives to Box 1081, Editor & Publisher.

HELP WANTED

ADMINISTRATIVE

PUBLISHER
Ready to take on a real challenge? We need an experienced newspaper manager to take responsibility for building a young daily (13,000 circulation) in an attractive high-growth suburban area (Zone 3.) Thorough experience in *sales* (advertising and circulation) is very important. You must also be profit-oriented and cost conscious. Resume in confidence, Box 1120, Editor & Publisher.

OPENING FOR GENERAL MANAGER for highly successful 7-day newspaper of 47,000 circulation. Excellent opportunity for right person. Must presently have first class track record in newspaper management with greatest experience and emphasis in editorial, circulation, advertising departments. Should have proven abilities in directing, communicating, and motivating department heads and staffers. Must be cost-experienced and profit-oriented. Contact direct with detailed resumes and salary requirements to J. F. Breeze, Ogden Standard-Examiner, Ogden, Utah 84402. All communications will be kept completely confidential.

GENERAL MANAGER
Daily of 30,000 circulation in Area 5 needs a result minded executive who has the ability to lead a talented group of newspapermen. Advertising and sales experience essential. Newspaper is rapidly growing and profitable with ultra-modern equipment and plant. Part of small successful group with reputation for quality editorial, aggressive circulation and advertising, and skilled management. Ability, character and personality must be able to withstand careful scrutiny. Generous pay with bonus plan. Reply in strict confidence. Box 1153, Editor & Publisher.

PRODUCTION ADMINISTRATOR for growing, medium size, independent daily newspaper. Send complete resume to Box 1046, Editor & Publisher.

GENERAL MANAGER
with advertising and administrative experience for 15,000 Zone 2 daily. Send resume to Box 1099, Editor & Publisher.

NEWSPAPER CONTROLLER for West Coast 50,000 circulation daily with radio station and separate offset printing department. Present controller retiring. Administer all accounting and business office functions. Strong accounting, tax and financial background required. Send resume and salary requirements to Box 973, Editor & Publisher.

WANTED: PUBLISHER
CRUISING ANNUAL
Exciting opportunity to take management, and profit and loss responsibility for publication. Advertising sales experience required. Knowledge of the marine field and an interest in cruising important. Northeast location. Salary commensurate with experience and performance. Send personal history to: Box 1168, Editor & Publisher.

PUBLISHER for 5,000 offset daily with outstanding potential. Good salary, bonus arrangement. Applicant must be aggressive, able, efficient, personable, interested in community involvement, understand and appreciate all departments. Area 6, Box 1041, Editor & Publisher.

WANT TO RUN YOUR OWN SHOW? Group seeks all around publisher for small AM offset daily in Midwest. Real challenge, but right person can share in profit and ownership while growing with community. Box 1191, Editor & Publisher.

CIRCULATION

CIRCULATION MANAGER with experience to grow with established daily in Zone 8. Send qualifications to Box 1186, Editor & Publisher.

CIRCULATION MANAGER for expanding 50,000 circulation suburban/rural hard news weekly. Excellent spot if you are experienced in all phases and can build a top department. Box 1136, Editor & Publisher.

HELP WANTED

CIRCULATION

CIRCULATION MANAGER wanted by 35,000 circulation suburban newspaper group in Zone 5. A great chance to move up. Our parent company also owns dailies and shoppers. Excellent pay and fringes. Call or write Tom Jones, Tazewell Publications, 100 Detroit St., Morton, Ill. 61550. (309) 264-2211.

CIRCULATION SUPERVISOR

We need an aggressive go-getter skilled in all phases of circulation work. This requires a person who can train, lead, promote and supervise 7 to 10 district managers in an important growth area. We are an AM, PM and Sunday East Coast newspaper, Zone 1. Box 1128, Editor & Publisher.

CIRCULATION MANAGER needed for small newspaper group consisting of dailies and weeklies. Knowledgeable, aggressive, hard working Circulation Managers or Assistant Circulation Managers should apply. $25,000 salary plus incentives. Warm climate. Send resume to Box 1174, Editor & Publisher.

CIRCULATION MANAGER

wanted for 18,000 circulation paper in Area 5. Midwest background preferred. Compensation range $15-18,000. Must be able to properly handle entire department, including motor routes, train and supervise district men, handle promotion, etc. Excellent small city to live in.

Ideal opportunity for experienced person who wants to move up with further opportunity for later advancement. Many fringes, including company paid pension plan. Write full details to Box 1169, Editor & Publisher, state availability for interview at our expense.

EXPERIENCED District Manager for Zone 4. Self-starter. Capable of taking charge of circulation sales and service. Growing morning paper (7 days). Fast growing area. To assist manager. Chain operated paper with opportunity to advance. Submit complete resume including salary expectations. Box 1147, Editor & Publisher.

CIRCULATION MANAGER needed by weekly with 10,500 circulation in growing area. Must be able to plan routes, recruit carriers and promote newspaper. Pay average to start but if plan is equal or better to my plan, you will save company $600 weekly which will be remembered come raise time. Call (606) 473-7646 or write P.O. Box 378, Greenup, Ky. 41144.

CLASSIFIED ADVERTISING

CLASSIFIED AD MANAGER for small Southern offset daily. 5-man department. Top money for proven administrator and producer. Write Box 1068, Editor & Publisher, giving full details.

CLASSIFIED MANAGER A-1 OPPORTUNITY Coming Your Way

Start with us at the $18,000 salary range plus bonus and all major benefits. We will fulfill your needs! Fulfill ours! Major New Jersey daily is looking for an all-around doer. Suppose you're the second in command but ready to take hold of the reigns. Why wait? You too could be the one to give ability, leadership and motivation to this top job we have opened for you. The time is right now. Send resume to Box 1166, Editor & Publisher.

CLASSIFIED MANAGER—19,000 six-day evening daily seeking experienced classified person with proven sales background, idea and promotion oriented, and the ability to lead and direct an eager staff. Growing area—just 1 to 2 hours from recreation areas in the Sierras, Coast and San Francisco. Medical, dental and retirement program. Write qualifications, references to: Advertising Director, Merced Sun-Star, P.O. Box 739, Merced, Calif. 95340.

HELP WANTED

CLASSIFIED ADVERTISING

EXPERIENCED CLASSIFIED MANAGER for Louisiana's largest weekly newspapers. Excellent opportunity for aggressive person with ideas and desire to grow with progressive papers of 127,000 circulation. Top salary plus commission. Located in suburbia New Orleans. Send letter and resume to Advertising Director, Guide Newspapers, P. O. Box 354, Gretna, La. 70053.

CLASSIFIED MANAGER

Experienced classified sales person with ability to take charge of department. Zone 1, 6-day daily. Good staff and living area. Box 1158, Write Editor & Publisher.

CLASSIFIED ADVERTISING REPRESENTATIVE—If you can build volume and increase department efficiency, we have a position available within our group of daily offset newspapers in southwestern Pennsylvania. For information call D. Guines, (412) 258-7000.

DISPLAY ADVERTISING

ADVERTISING REPRESENTATIVE for Arts and Letters Weekly in choice Zone 5 metro area. High commission and draw. Must be versed in agency solicitations for retail accounts, and make a smashing appearance. Box 1110, Editor & Publisher.

RETAIL SALESMAN—Self-starter with knowledge of offset process layout wanted by nation's Number 1 weekly near Catskill Mountains. Beautiful area to live, work and raise a family. 2 years previous experience in display sales required. Salary commensurate with experience. Full company benefits. Box 1123, Editor & Publisher.

ADVERTISING REPRESENTATIVE—We have a position available within our group of daily offset newspapers in southwestern Pennsylvania. If you are a proven linage producer and want to get ahead with a progressive newspaper group, give me a call. D. L. Guines, (412) 258-7000.

AGGRESSIVE SALESMEN wanted who have successful background in newspaper circulation and advertising. For the man or woman who wants to be independent in newspapers and earn $25,000 per year and up. Bond required. Write: Merchants Advertising & Publishing Inc., P.O. Box 539, Lewiston, Idaho. 83501.

AD MANAGER—Here's the spot for the pro ready to prove his worth as a staff leader and top producer for a 6000 daily. You'll have 4 persons to direct and an alert management to satisfy. A real chance for today with an ample future. W. G. Sheldon, The Times, El Dorado, Kans. 67042.

WANTED

Advertising manager for progressive Midwest weekly. Must have experience, training, enthusiasm and the ability to develop a major ad program for an innovative paper with large circulation. Salary commensurate with ability. Benefits. Send resume to Box 1129, Editor & Publisher.

SALESMAN for Rocky Mountain resort town weekly. Personal interview required. Send resume to Box 1127, Editor & Publisher.

HOT SHOT AD PERSON with $5000, to share management, ownership of new lake country New Jersey weekly. Box 1077, Editor & Publisher.

EXPERIENCED AD SALESMAN for Florida's largest weekly newspapers. Golden opportunity for sincere, aggressive person who is locked into a non-growth situation. Send resume and letter to General Manager, Neighbor Newspapers, 109 Brush St., Tampa, Fla. 33602.

SALESMAN, small weekly; good potential opportunity; chance to buy in. Box 1152, Editor & Publisher.

ESTABLISHED DAILY in world's richest petrochemical area has opening for hard-hitting sales person. Good salary plus exceptional incentive. Contact Bill Buhler, The News Citizen, Box 6192, Pasadena, Texas 77506.

HELP WANTED

EDITORIAL

REPORTER: If you want to join an enterprising news staff in putting out a new daily in Area 4, you could be the person we want. Our emphasis is on accuracy, energy and enterprise. Write giving background, Box 1194, Editor & Publisher.

WANTED: Youthful and fearless sportswriter for sole command of sports page in fledgling 5-day daily. Wit Ledbetter, Evening Press, Farmington, Mo. 63640. (314) 756-4523.

COPY EDITORS

One of the best medium-sized PM offset dailies is looking for copy editors on the city and wire desk. Photo and graphics experience helpful, imagination and enterprise essential. Our staff is young and our city exciting. Area 4. Box 1118, Editor & Publisher.

REPORTER able to write hard news and features for national distribution. Must know print and electronic media. Some travel. Ms. Lindsey, Office of Communication, United Church of Christ, 289 Park Ave. South, New York, N.Y. 10010.

THE LOUISVILLE TIMES

one of the country's leading afternoon papers, is taking applications for 2 positions:

Investigative Reporter and Special Assignment Reporter

Minimum of 3 years experience required. Send resume and samples of best work to:

Robert Crumpler,
Assistant Managing Editor
The Louisville Times
Louisville, Ky. 40202

NEW YORK STATE. Near 20,000 circulation daily seeks reporter and desk applicants. Must have experience. Resume in confidence. Box 1107, Editor & Publisher.

MANAGING EDITOR

Unique growth slot for multi-talented journalist as editor of independent bimonthly offset magazine for major manufacturer. Top salary, benefits, extensive travel across U.S. for degreed candidate with 2 years experience as complete communicator: Reporting, writing, editing. Photo a plus. Write with resume: Pat Bowe Communications, 4825 N. Scott St., Suite 108, Schiller Park, Ill. 60176.

THE CHARLOTTE OBSERVER needs somebody in the Women's Department to write about social and political issues, human problems and behavior. Someone with the warmth and interest to make people open up, the toughness to find and tell the truth, the depth to understand what it all means and make it memorable. A little humor wouldn't hurt, either. Send clips, ideas to: Louise Hickman Lione, P.O. Box 2138, Charlotte, N.C. 28233.

KEY POSITION ON FLORIDA AM

Assist in directing local news staff. Must be good leader and have reporting, editing and layout background. Excellent salary and fringe program. Resume and salary requirements to Box 1103, Editor & Publisher.

OVERSEAS STRINGER wanted for leading energy newsweekly. Must be sophisticated in policy and technology development with national and international perspective. Write WEEKLY ENERGY REPORT, 1239 National Press Building, Washington, D.C. 20004.

WANTED: Editor, monthly Presbyterian synod newspaper; newspaper-magazine experience, knowledge of Presbyterianism; salary negotiable. Dallas-Fort Worth location; Equal Opportunity. Send dossiers to Desk X, P.O. Box 4428, Austin, Texas 78765.

HELP WANTED

EDITORIAL

EXPERIENCED EDITOR for Mississippi weekly operation. $170. Box 1124, Editor & Publisher.

SPORTS EDITOR AND SPORTS WRITER

Both of these positions are full time, immediate openings for two very aggressive and imaginative writers. We are a medium size daily newspaper located in Zone 5. Our sports department emphasizes community sports, major college and pro coverage. We offer good pay and benefits. Please send resume to Box 1122, Editor & Publisher.

EDITOR-PUBLISHER WANTED: Person who can publish and make pay a weekly paper in a town of over 50 thousand can name his own salary. Write Publishers, 1112 Charleston National Plaza, Charleston, W. Va.

NEWS EDITOR

Want to work today in the electronic news room of the future? A well-educated journalist with superior editing and layout skills needed as No. 2 man or woman in news division of prize-winning Zone 5 afternoon daily. Successful applicant will assist managing editor in publishing a constantly upgraded product. Excellent salary and fringe benefits. If experience and ability qualify you for consideration, write Box 1144, Editor & Publisher.

WE'RE LOOKING for the right man or woman to take charge and run our sports department. First qualification is ability to organize and motivate a bright young staff. Must stay in touch with coaches and teams in multi-county area, be good at writing and strong on layout. Goal of sports department, as of rest of newspaper, is excellence. We're a 35,000 daily in Zone 3. Send resume in complete confidence to Box 1093, Editor & Publisher.

COME A LONG WAY, BABY? NOW ARRIVE!

If you've come a long way, baby, and now you're matured as a Living Today writer and you're ready to arrive as the Chief Editor of a Living Today department, contact us at once.

The editor we're seeking is someone who knows what's relevant news for a Living Today section (without being a crusader); who can write well; who can edit copy well; and who can supervise a staff.

The rewards are a fine salary with management fringe benefits and the pride and satisfaction that come with producing a vital section of our 80,000 metropolitan morning newspaper in Zone 2, with a larger Sunday circulation.

Send resume, full employment history to:

Box 1150, Editor & Publisher

COMPANY OF THE CROSS, Episcopalian religious order, is recruiting new members, men or women, married or single, for desk/rewrite staff of its new western Canadian general weekly news magazines. Company members receive as pay all living essentials plus a small cash allowance. Experience essential. Write: The Minister, Company of the Cross, 11224 142 St., Edmonton, Alberta, Canada.

SPORTS WRITER for Ohio's best sports section (voted by AP for 1973). Prep, college, pro coverage. Prefer at least 1 year reporting and layout experience. 35,000 PM and Sunday in greater Cleveland metropolitan area. Job must be filled by August 15. Contact Sports Editor Jerry Rombach, (216) 323-3321 between 10AM and 1PM Monday, Wednesday, Thursday, Friday.

HELP WANTED

EDITORIAL

NEED SPORTS WRITER with 3 or more years of daily experience to cover high school and college sports, features, handle sports wire, also desk. Daily and Sunday over 25,000, fine community, Western state, no smog or freeways. Interview expense and moving allowance. Chance of a lifetime. Give full background and experience plus references. All replies confidential. Box 1192, Editor & Publisher.

COPY EDITOR

Bright, medium sized South Florida AM seeks copy editor who can write strong heads and makeup attractive pages. Experience in electronic newsroom helpful but not necessary. Resume and salary requirements to: Steve DeWolf, Executive News Editor, Sun Sentinel, P.O. Box 131, Ft. Lauderdale, Fla. 33302.

COPY EDITOR, experienced, able to sharply edit local copy, fast, handle wire, produce quality headlines, layout pages, direct others. Potential to develop into executive responsibilities. Midwest afternoon daily. Box 1149, Editor & Publisher.

WRITER/EDITOR for ski racing tabloid in southern Vermont. Some layout, photography. No selling. 10 months or year 'round, starting in September. $8000 to start. Send resume to Eastern Ski Association, Brattleboro, Vt. 05301.

EDITOR MOVING UP

Multi-talented news editor sought by 40,000 daily and Sunday. We're hunting an experienced person who can take command in our news room. Our offset prize-winner demands an editor who understands color, appreciates eye catching layout and can crop pictures for maximum impact. If your experience proves you can handle large doses of responsibility, work well with people—and produce—we'd like you to join our hard-working team in a fast growing, active city. Box 1188, Editor & Publisher.

EDITOR-WRITER needed for expanding weekly newspaper-newsmagnizne (23,000 circulation) in Nova Scotia. Requires idea person experienced in all facets to compete with daily paper. Hard news needed. Should be familiar with Canada. Provide clips and resume to Nick Fillmore, The 4th ESTATE, Box 890, Halifax, Canada.

RESPONSIBLE, able, versatile reporter capable of moving up to a demanding desk on dynamic, professionally and technically aware metropolitan region P.M. Top pay, benefits in return for above-average pace, standards. At least three years solid experience. Box 1171, Editor & Publisher.

FREELANCE

BUSINESS MAGAZINE publisher needs Washington correspondent for regular coverage OSHA, Commerce, Energy, Congressional interviews. Box 1170, Editor & Publisher.

MARKETING—RESEARCH

MAJOR RESEARCHER

Major research company located in Detroit, Michigan, seeks experienced research-marketing analyst with Masters degree or equivalent. Need newspaper experience. Write Market Opinions Research, 28 W. Adams, Suite 601, Detroit, Mich. 48226.

PHOTOGRAPHY

PHOTOGRAPHER—A woman or man who values content, excitement and involvement in pictures. Our metro daily wants a photographer who sees people and faces in deep soulful ways: who sees life situations with beauty, heart and compassionate interest; who sees things happening and just has to communicate them. Our person can cover news, features, people, situations, events. And can use equipment with skill and ease. We want to have our eyes knocked out by samples. Send copies or tearsheets and a resume. Box 1126, Editor & Publisher.

HELP WANTED

PRESSROOM

JOURNEYMAN PRESSMAN — Offset, central Florida. Published weekly. Shopping news. Good opportunity for qualified person seeking advancement. Good salary, benefits. Mr. Gilly, (813) 688-8500.

PRODUCTION

PRODUCTION MANAGER, night shift, Chicago advertising typographer. Top salary for right person with profit oriented firm. Contact R. G. Silverman, (312) 337-1383.

ELECTRONIC MAINTENANCE SUPERVISOR

For metropolitan daily-Sunday in Zone 2. Experience with Scanners/CRT Typesetters/Terminals desirable. Report to Composing Room Superintendent. Full range of benefits. Box 1187, Editor & Publisher.

COMPOSING ROOM

FOREMAN

Modern medium size Midwest newspaper needs composing room foreman with thorough knowledge of operating and maintaining advanced computerized photocomposition. We want someone capable of growth and leadership. Excellent references required. Salary $13,000 plus minimum $2000 overtime. Best fringe benefits and we pay moving expenses. Send letter about yourself with resume, including complete job history, to Box 1111, Editor & Publisher. Replies held confidential.

ELECTRONIC MAINTENANCE

We need a top flight maintenance man to handle our growing list of electronic equipment, VDTs, Scanners and a 505, all on line. If you enjoy challenges and aren't afraid of the new technology, then we have a great opportunity for you. Top pay and benefits with a fast growing organization. Box 1131, Editor & Publisher.

PRODUCTION ADMINISTRATOR for growing, medium size, independent daily newspaper. Send complete resume to Box 1047, Editor & Publisher.

NEED PROVEN CAPABLE WORKING SUPERINTENDENT

for back shop in high quality trade typography operation. Mergenthaler VIP experience helpful, also strong on hot metal. Southwest.

Rush resume stating salary requirements to Box 1176, Editor & Publisher.

OPENING AVAILABLE for Compugraphic 9000 operator-markup person. Experienced preferred but would train experienced hot metal markup manmixer operator. Must be able to type. Scale $8.50 per hour plus for right individual. Permanent. 40 hours per week, day shift. Liberal fringes. Open shop. Contact Mechanical Superintendent, Fairbanks Daily News-Miner, Fairbanks, Alaska 99701.

HELP WANTED

PUBLIC RELATIONS

HELP WANTED

PUBLIC RELATIONS

COMMUNICATIONS PROFESSIONAL

An Atlanta-based division, of one of the nation's top corporations, offers an exceptional growth opportunity for a talented, versatile professional in business communications.

The person we seek must have proven writing skills and the ability to work closely with top-level business executives in a fast-moving, high-technology organization.

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COMMUNITY RELATIONS MANAGER: Investor-owned utility seeks experienced Community/Public Relations Manager for its Midwestern Operation. Will work with Company President and Operations Managers in developing and implementing community relations policies for 11 water utilities in 4 states. Write to Box 1163, Editor & Publisher, providing background, experience and salary requirements.

SYNDICATE SALES

SALESMEN for two companies simultaneously. Two paychecks. Sell features for Centurion Press International, and sell TV and radio shows for Andromeda TV and radio networks. All Zones. Resumes to Andromeda/Centurion, Box 14456, Las Vegas, Nev. 89114. Confidential.

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GENERAL AND/OR ADVERTISING manager. 20 years proven experience as general manager and advertising manager of small and medium size newspapers. Strong on revenue production and cost control. Prefer Zone 1 or 2. Box 1160, Editor & Publisher.

SEASONED AD MAN, 31, presently on 60,000 daily/Sunday paper as Classified Ad Manager desires general management position. Will consider No. 2 position on larger paper in either advertising department. Experience: 2½ years retail sales; 2 years classified sales, 2 years classified manager. Budgets, OCR; computer, phone room, hot and cold type systems, credentials. Box 1178, Editor & Publisher.

CIRCULATION

CAREER-MINDED circulator looking for opportunity on a medium size daily that is progressive in its planning. 10 years experience in most phases of circulation. Presently Circulation Manager on small Midwestern daily. Creative and result-oriented. Prefer Zone 5 or 7. Box 1139, Editor & Publisher.

AMBITIOUS, AGGRESSIVE, experienced circulator seeks change. Married, college. Capable of utilizing new and imaginative marketing and promotional concepts. Good references, will hold confidence. Prefer Zone 9. Box 1154, Editor & Publisher.

PROMOTION MINDED circulation manager. 20-years experience on two Area 5 dailies. Excel in carrier and rural mail promotion. 8% increase past year ABC. Box 1185, Editor & Publisher.

DISPLAY ADVERTISING

SALESMAN-MANAGER, good in selling, servicing, layout, copy, promotions with an excellent record as a department head. College graduate. Box 1159, Editor & Publisher.

EDITORIAL

WORKING SLOT MAN/News Editor; experienced hot, cold type, AMs, PMs; seeks news or managing editor position. Box 1137, Editor & Publisher.

STOP RIGHT HERE if you're looking for a young reporter, copy editor or sportswriter. 1974 MSJ from Columbia. Edited major college weekly. Use camera and car if necessary. Prefer Zones 1 and 2, but would consider others. Salary open. Call (212) 538-4375 or write Box 1112, Editor & Publisher.

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The ad referred to ran 4 times, was 8 lines long, and, under the new rate schedule came to a total cost of $42.00 (including the box service fee).

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EDITORIAL

REPORTER with 4 years experience in writing, layout seeks job in Colorado. Newspaper, PR, house organ. Box 1142, Editor & Publisher.

REPORTER—NEWS/SPORTS. 23-year-old 1973 college grad with degree in Journalism, dissatisfied with present situation. 15 months experience in city bureau; 5 summers general assignment intern; varied editorial positions with college paper, strong layout background. Box 1132, Editor & Publisher.

EDITOR - WRITER - LECTURER - COLUMNIST, globally experienced in all media, 70 but fit, active, reliable, wants full- or part-time job, Zone 3 or 9. Top references. Wife, 58, experienced in personnel management and government PR, will seek work in same area. British-born United States citizens, back July 15. Box 1057, Editor & Publisher.

JOURNALIST, PhD Political Science, freelance for the "Far Eastern Economic Review", author, seeks Foreign Affairs/National News slot or exciting local investigative reporting. Box 1121, Editor & Publisher.

I WANT TO WORK! Experience: Managing editor, city editor, assistant news editor on dailies. Done it all! Bored on daily where loafers reign supreme. Professional, 28, want to call shots, train, supervise professional news staff on GUTSY paper. Box 1138, Editor & Publisher.

SPORTSWRITER—26; 9 years experience, 4 as editor of award-winning Midwest daily. Seek job on metro daily. Box 1117, Editor & Publisher.

MAGAZINE EDITOR, 30, MS, BA in Journalism, 6 years experience. Former newspaper reporter, college Journalism instructor and PR writer. Seek writing, editing position. Relocate anywhere. Box 1113, Editor & Publisher.

INVESTIGATIVE TEAM REPORTER for ranking metro daily (175,000) and former reporter for international daily newspaper seeks investigative reporter opening on major daily. Box 1135, Editor & Publisher.

HARDWORKING and multifaceted Columbia graduate wants to break into newspapers in New York, New Jersey areas. Box 1097, Editor & Publisher.

MAY GRAD (BA English) with New York Times internship experience seeks reporter's job, no travel restrictions. Hard working and sports oriented. I can supply Times schedule plus top references. Write: 25 W. Oneida St., Oswego, N.Y. 13126. Ph: (315) 343-2424.

COPY editing, publishing job sought, Boston. BA Journalism; 6 years reporting, editing. Box 1119, Editor & Publisher.

SPORTS EDITOR and columnist, 24, seeks challenging position affording more time for writing. 9 years experience, including 5 as sports editor. On locally-oriented paper in college town. Zones 3, 4, 6, 8. Box 1078, Editor & Publisher.

EDITOR/WRITER, 1974 graduate with BA in Writing, experience with expository and creative editing styles, seeks beginning in publishing. Prefer Zone 5. Box 1092, Editor & Publisher.

FIND OF THE DECADE. Reporter-copy editor with metro daily seeks responsible position with quality publication. Hard-working, imaginative and young. Box 1072, Editor & Publisher.

CITY OR WIRE EDITOR, medium or small daily. Skilled pro, 48, can direct or do most of it. Top daily, wire service background. References. Box 1096, Editor & Publisher.

NEWSMAN with 3 years experience in reporting, photography and editing. Contact Bruce McClellin, 810C E. Cherry Ave., Moses Lake, Wash. 98837. (509) 765-7610.

EDITORIAL

METRO-ORIENTED PAPER SOUGHT by sportswriter with 5 years experience including Olympics, pro baseball. Prefer Southwest or Far West. Would particularly be interested in job requiring travel. Box 1052, Editor & Publisher.

EXPERIENCED EDITOR (8 years with lively 60,000 Florida AM) seeks position as managing editor, assistant managing editor, news editor. Age 33. Prefer Florida. Well-backgrounded in newsroom operation, hot type or cold type, new technology. Box 1042, Editor & Publisher.

ART CRITIC, sound credentials, experience, major awards. Box 1076, Editor & Publisher.

TO THE POINT writer seeks Zone 8 or 9 challenge. Married, 28, J-Grad with solid newspaper, magazine experience. Box 1145, Editor & Publisher.

FAMILY LIFE EDITOR with 3 years experience on 22,000 Midwest daily seeks writing or editing position on larger daily in Zones 8 or 9. Box 1157, Editor & Publisher.

FILM CRITIC and feature writer on metro daily desires similar position on metro daily. Female, under 30, with MA in Journalism from name school. Box 1162, Editor & Publisher.

LOCAL NEWS PRO

Editor of small New England daily seeks new challenge. Enjoy training young staff, editing, makeup. Prize-winning reporter. Send copies of your paper. Box 1164, Editor & Publisher.

EXPERIENCED NEWSMAN wants copyreading or advanced reporting job. Zones 2, 3. BA English. Good writer, knowing editor. Box 1156, Editor & Publisher.

12-YEAR-SPORTS VETERAN seeks position as editor or writer. Cover all sports including prep, college and pro. Makeup, layout, pasteup. Hot or cold type. Excellent with camera, would consider fulltime photographer position. Have darkroom experience. Looking for permanent position. Available anytime. Box 1181, Editor & Publisher.

NEW YORK BASED freelance sports writer last 6 years, 32, wants change. Seek full-time spot on paper, radio, TV or other situation where can make use of wide background, all media. Excellent references. Will relocate. Box 1179, Editor & Publisher.

EDITORIAL PAGE TRAINEE: Rich 22-year editorial background including 3 years reporting. Newly-earned MA in government. Want apprenticeship to editorial page director nearing retirement, or like opportunity. Striver with independent streak, flair for layout. Box 1172, Editor & Publisher.

EDITORIAL

SENIOR REPORTER-WRITER — Hard news, investigative, magazine-quality features, editorials, some sports. Daily, wire service, foreign background. 48. Box 1165, Editor & Publisher.

REPORTER, broadcast experience. BS Political Science. Seek break onto newspaper Zones 1, 2, 5, 9. Demonstrated initiative. Extensive city hall and community coverage. Crisp writing. Box 1167, Editor & Publisher.

EXCELLENT WRITER (with 4 years very good experience in broadcast journalism and MS in Journalism). Looking for opportunity to write TV column or TV-entertainment column. I write creatively, wittily and interestingly. I can combine my writing ability and my knowledge of the electronic media to produce attractive, attention-getting piece for you. Call (614) 235-2985. If no answer try (415) 283-6418.

AWARD-WINNING-photographer/editor of 5800 weekly desires post on weekly or small daily in Western Zones. Top references. Box 1184, Editor & Publisher.

EXPERIENCED, employed slotman/copy editor, 30, seeks better paying job on AM or PM daily. Box 1182, Editor & Publisher.

PHOTOGRAPHY

AWARD-WINNING NEWS photographer seeks employment with daily. Veteran, degreed. M. Russell, 460 Richfield Dr. #2, San Jose, Calif. 95129.

PHOTOJOURNALIST seeks position on dynamic newspaper with fresh outlook and enthusiastic staff. Also adept with layout, writing and VDT editing. 4 years experience, awards and degree. Box 1161, Editor & Publisher.

PRODUCTION

OFFSET OR LETTERPRESS foreman would like to relocate. Have had safety schooling. Experienced purchaser. Must be union. Box 1134, Editor & Publisher.

CAMERA-PLATEMAKING Department Manager-Letterpress or offset. Know black and white and color (from separations through proving). Previous plant management, strong on camera, capable. Box 1018, Editor & Publisher.

PRODUCTION MANAGER—Composing Room Superintendent. Hot metal or cold type. Know all phases of operation and conversion. Union law. Will relocate. Resume on request. Available immediately. Box 1108, Editor & Publisher.

PRODUCTION MANAGER—7 years experience as cold type foreman in 400,000 daily and 2 years as production manager making conversion in 30,000 daily. Resume on request. Box 1067, Editor & Publisher.

E&P Employment Zone Chart

Use zone number to indicate location without specific identification

Miami Herald's Gurney expose reaches climax

The indictment of U. S. Senator Edward Gurney, Florida Republican, in a fund-raising scandal has intensified the spotlight on the *Miami Herald's* investigative reporting team of Jim Savage and Mike Baxter.

In Gurney's view, they are "hatchet men," but a federal grand jury at Jacksonville, acting on evidence largely compiled by the newsmen, accused him of bribery, conspiracy and perjury.

The 60-year-old Senator, who announced he will seek re-election in November running on an anti-press platform, migrated to Florida from Maine some years ago. He cast himself in the role of President Nixon's chief apologist during the public hearings of the Senate Watergate Committee last year.

Of lesser magnitude a year ago, the Savage-Baxter revelations of irregularities in Gurney's campaign fund-raising were submitted in the major journalistic awards competitions but failed to win top recognition. A "special mention" citation was voted to their Herald stories by the jury in the Roy W. Howard Public Service Journalism Awards. Early this year Gurney succeeded in having a state court dismiss charges against him.

When the Herald team began their inquiry three years ago there was no indication it would lead into the popular senator's office. The story, now of national significance, developed from a small item in a Herald real estate column written by Charles Kimball. It mentioned a favorable home mortgage received by William Pelski, newly-appointed Federal Housing Administrator for South Florida. Gurney had chosen Pelski for the job.

That item, according to Herald executive editor Larry Jinks, prompted a full-blown story and that, in turn, led a builder to tip the Herald confidentially that a man named John Priestes was getting a suspicious number of FHA contracts for low cost housing in the area.

Jinks says Steve Rogers, metropolitan editor, realized the wide scope of the investigation and played the role of Baxter-Savage matchmaker. The reporters, both in their early 30's, had not worked on a story together and so began their joint effort "wary of the arrangement."

Their trail led to a builder who claimed he had been shaken down for an FHA contract by a Gurney staff man, Larry Williams.

"He wouldn't let us use his name and we couldn't confirm the story for many months, so we didn't use it," Jinks recalls. "Finally, because Jim Savage is a patient and stubborn man, the builder was willing to go public with his story, and the senator's office became the focal point."

Trials already held have put Priestes, Pelski and Williams under prison sentences. Gurney and six other persons named in the federal indictment will be arraigned in a few weeks to enter pleas. On public statements Gurney has professed his innocence of any wrongdoing. Half a dozen potential candidates for his senate seat have surfaced.

Meanwhile, Jim Savage, 35, is on leave from the Herald to participate in a fellowship program at Stanford University in California.

Mike Baxter, 30, has worked for the Herald for 15 years, since graduating from the University of Nebraska.

"They are a bit uncomfortable in the limelight of the moment," Jinks says.

UPI NEWSPAPER ADVISORY BOARD, a newly-created committee designed to advise the wire service, met for the first time in Chicago on July 11. At the meeting they elected officers, set up committees. Shown here are: (Front row) Peter M. Macdonald, Harris Enterprises, Inc., Board chairman; Roderick W. Beaton, UPI president; K. Prescott (Scott) Low, The Patriot Ledger, Quincy, Mass., vicechairman; Joseph M. Dealey, Dallas (Tex.) News, vicechairman. (Middle row) Clayton Kirkpatrick, Chicago Tribune; James H. Ottaway, Jr., Ottaway Newspapers, Inc., Campbell Hall, N.Y.; William B. Smart, Salt Lake City, (Utah) Deseret News; Robert N. Brown, Columbus, (Ind.) Republic; T. Eugene Worrell, Worrell Newspapers, Inc., Bristol, Va.; Tams Bixby III, Muskogee, (Okla.) Phoenix & Times Democrat; Anton F. Peterson, San Jose (Calif.) Mercury-News; Helene R. Foellinger, Fort Wayne (Ind.) News-Sentinel. (Back row) G. Ogden Nutting, Ogden Newspapers, Inc., Wheeling, W. Va.; J. Stewart Bryan III, Tampa (Fla.) Tribune and Times; Robert C. Achorn, Worcester (Mass.) Telegram and Gazette; H. Calvin Thornton, UPI vicepresident-marketing; Frank Tremaine, UPI senior vicepresident; Robert R. Feagin, Jacksonville, (Fla.) Times-Union and Journal, representing the six-member Steering Committee; H. L. Stevenson, UPI vicepresident and editor-in-chief, Norman A. Cafarell, director, UPI North American Sales, secretary to the Board. Duane Hagadone, Hagadone Newspapers, Advisory Board member, is not shown in this picture.

Kidnappers assassinate Argentine publisher

David Kraiselburd, publisher of *El Dia*, the daily newspaper of La Plata, Argentina, was assassinated July 17 when police closed in on the house south of Buenos Aires where he had been held hostage by unidentified kidnappers since June 25.

Kraiselburd, 62, who was also chairman of the board of the news agency Noticias Argentinas, was kidnapped by 10 armed men and one woman June 25 as he walked to his office.

In a statement July 18, George Beebe, chairman of the executive committee of the Inter American Press Association, described Kraiselburd's assassination as a "senseless murder . . . an atrocity that has filled his colleagues with grief and dismay," and called for the Argentine people to "make ever greater efforts to put an end to the reign of terrorism, so that similar tragedies can be adverted in the future."

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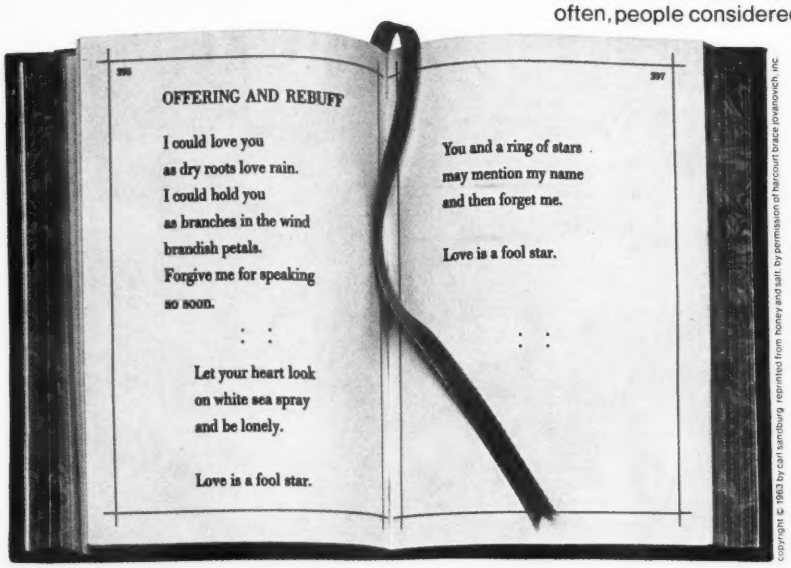

Carl Sandburg, age 85, "Offering and Rebuff."

Winston Churchill, age 77, re-elected British Prime Minister.

Frank Lloyd Wright, age 76, "Guggenheim Museum."

Grandma Moses, age 101, "The Rainbow."

Dr. Albert Schweitzer, age 68, "Nobel Peace Prize."

The ideal
The maturity and social flexibility to recognize that for some, life reserves its greatest rewards until later.

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Fort Worth's top drafts of '74

FROM LEFT TO RIGHT: Steve Sellers, Texas Wesleyan College; Dwight Cumming and Tom Siegfried, Texas Christian University; Steve Blow and Paula Doyle, North Texas State University.

The Fort Worth Press, an afternoon Scripps-Howard newspaper, has a special reputation with young journalists.

That's why more than 200 spring journalism graduates applied for jobs on Texas' largest daily tabloid — "a scrappy, people-oriented newspaper where new ideas are encouraged, not stifled." They know The Press is the place many top writers and editors began their careers; foreign correspondents, nationally known political writers, novelists, screen writers and magazine writers included.

And that's why The Press got first-round draft choices for the top Texas college talent in the 1974 mod squad of young journalists.

The five who made The Press team carry "the best professional potential" recommendations of their respective colleges and universities. Each has either been an award-winning college editor or sold professionally in the competitive journalistic market.

These five young professionals are new faces with new ideas. They're the kind of people that keep newspapers like The Press fresh, alive and interesting for the readers.

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